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## Final Report

NASA Far West Regional  
Technology Transfer Center

### *NASA's Electronic Procurement System and the Impact on Small Business*

Submitted by:  
**Ken Dozier**  
Principal Investigator

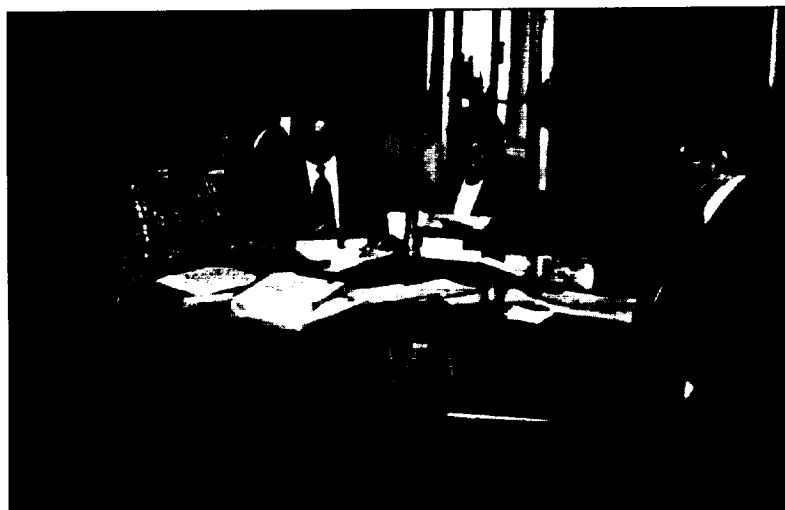
Date:  
June 10, 1998

Contract:  
NAG4-137

Contact information:  
**University of Southern California**  
3716 South Hope Street, Suite 200  
Los Angeles, CA 90007  
800 642-2872  
<http://www.usc.edu/go/TTC>



# Dryden Procurement Workshop



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  - A. Reed, Wendy, "Doing Business with the Government", Valley Focus Magazine, March/April 1998.
  - B. TechnoManifesto, LARTA Newsletter, Spring 1998.



# Introduction

## **Dryden Team**

### **Dryden Workshops**

**Principal Investigator—Lynn Ramsey**  
**Research Report prepared by Vanessa Ting**

Kathleen	Allen	California Electronic Commerce Resource Center
Joan	Carvell	California Manufacturing and Technology Center
Sharon	Cash	Los Angeles Regional Technology Alliance
Rob	Dabney	NASA Far West Regional Technology Transfer Center
Ed	Doyle	Orange County Business Council
Ken	Dozier	NASA Far West Regional Technology Transfer Center
Lee	Duke	NASA Dryden
Efrain	Gonzalez	USC Business Expansion Network
Anne Maria	Hardeman	California Electronic Commerce Resource Center
Vladmir	Jefferson	Business Assistance Center
Yvonne	Kellogg	NASA Dryden
Thomas	Kolis	NASA Dryden
Dina	Lane	California Manufacturing Technology Center
Robert	Medina	NASA Dryden
Charles	Miles	Office of Small Business, Los Angeles County
Charles	Oaks	Orange County Business Council
Domenic	Pilato	Minority Business Opportunity Committee, City of Los Angeles
Constantine	Pinon	USC Business Expansion Network
Bill	Powers	Center for Applied Competitive Technology
Lynn	Ramsey	Los Angeles Regional Technology Alliance
Rohit	Shukla	Los Angeles Regional Technology Alliance
Krishna	Tabor	City of Compton, Televillage Center
Marie	Talnack	Talnack & Associates
Vanessa	Ting	NASA Far West Regional Technology Transfer Center
Jeff	Veselenak	Air Force Research Laboratory, Propulsion Directorate
Jim	York	Lancaster Economic Development Corporation



# **Executive Summary**

June 4, 1998

Yvonne Kellogg  
NASA Dryden  
PO Box 273  
Edwards, CA 93523

Dear Yvonne:

Attached is the final report for the Dryden workshops generated by the Far West Regional Technology Transfer Center (FWRTTC) and the Los Angeles Regional Technology Alliance (LARTA). This report was originated to familiarize you with the objectives and results of the workshops. Our priority was to share NASA procurement opportunities with local businesses and organizations in hopes of creating greater awareness of business opportunities with NASA and to stimulate local economies.

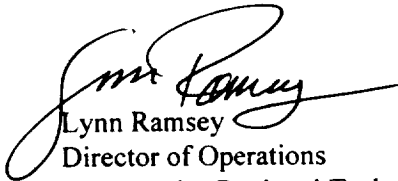
This report summarizes the three Dryden workshops in Lancaster, Orange County, and Compton. It incorporates the results of various surveys and feedback from participants, how these findings compare to the objective of these workshops, samples of papers distributed during the workshops, and the contract.

As you will find in *Results* (Section V), the number of participants further investigating NASA procurement resources, grew from a meager 30% at the first month from the start of the project, to a notable 100% at the fifth month of the project. Additionally, 100% of the participants have circulated the information presented at the workshops to others with an interest in NASA procurement opportunities. From the statistics just mentioned, it is clear that the project was able to achieve its objectives.

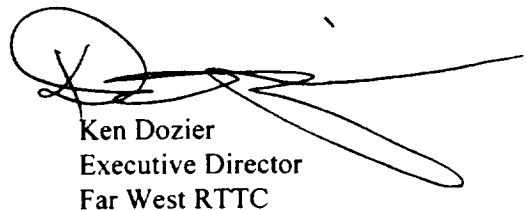
The success of these workshops are credited to the participating speakers from various economic and business development organizations and NASA Dryden. The Orange County Business Council, the City of Compton Televillage Center, and the Lancaster Economic Development Corporation also deserve acknowledgment for hosting the Orange County, Compton, and Lancaster workshops, respectively.

Thank you for allowing us, at FWRTTC and LARTA, the opportunity to work on this project. We hope that you share the same sentiment of accomplishment that we experienced.

Regards,



Lynn Ramsey  
Director of Operations  
Los Angeles Regional Technology Alliance



Ken Dozier  
Executive Director  
Far West RTTC

## **Executive Summary**

Three workshops, held in Lancaster, Orange County and Compton, were produced by the Los Angeles Regional Technology Alliance (LARTA) and NASA Far West Technology Transfer Center (FWRTTC). The workshops were held on December 12, 1997, February 5, 1998, and March 30, 1998, respectively. The purpose behind these workshops was to spread information regarding NASA procurement opportunities to small businesses in the region. This was accomplished by inviting economic and business development organizations to the three workshops, presenting NASA procurement resources to them, and asking them to distribute this information to the small businesses in their communities.

With the assistance of LARTA, marketing and publicity in the form of direct mail, telemarketing, and promotion via a web site was implemented to publicize the workshops. These methods were remarkably effective because they enabled the workshops to attain its full capacity. Further publicity was provided by Wendy Reed of Valley Focus Magazine, an Antelope Valley Magazine aimed at business people. Her article entitled, "Doing Business with the Government" recapped the Lancaster workshop that she had attended and made references to several presentations. In the article, she discussed selling to the government via electronic commerce, and specifically mentioned Robert Medina, the NASA Dryden Small Business Specialist, as a contact person for those interested in pursuing procurement opportunities.

The feedback provided by the participants is illustrated by the enclosed graphs and charts. These figures represent the number of participants who have frequented web sites presented at workshops, specifically the NASA procurement resources, and how extensive information dissemination was.

Input from participants was favorable and encouraged more NASA Dryden workshops directly to the small business communities. There was an overwhelming response to the benefit of the NASA procurement opportunities presented at the workshops. Ninety-nine percent of participants who responded to surveys expressed that the NASA procurement information was beneficial. By the fifth month after the start of the workshops, NASA procurement resource inquiries peaked at 100%. Also during this time, 100% of respondents to a survey mentioned that they had passed along information from workshops to other small businesses or organizations that could benefit from it.

These results indicate successful implementation of the Dryden workshops. The objective of spreading NASA procurement opportunities throughout small businesses in the region was achieved through the three workshops. In conclusion, we recommend that further NASA procurement workshops be funded to continue the education and outreach that has been started. We also feel that in addition to targeting economic development service providers, Dryden procurement should also be provided directly to small business communities.





# Research Plan

## **Scope of Work**

A wide range of small businesses can be reached at minimal costs by inviting economic and business development organizations to attend workshops on NASA's procurement opportunities. Once these organizations learn about NASA's procurement system, they will be encouraged to present and distribute this information to the small businesses in their local communities.

The Los Angeles Regional Technology Alliance (LARTA) will utilize their database of economic and business development organizations to invite appropriate attendees. LARTA will also provide the necessary logistical support, i.e., invitations, facilities, etc.

There will be three workshops planned for the Lancaster, Orange County, and Compton regions. These three locations have been carefully chosen as integral sites in which NASA procurement information can be effectively dispersed.

The procurement workshops will be used for the following functions:

- Workshop participants will act as a focus group, which can be used to gather statistical data

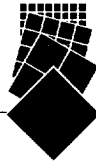
- Participants will be given information about the NASA procurement system

- Participants will be given before and after questions to determine the effectiveness of the workshops in providing information

- Economic and business development agents will receive presentation materials, which they can use to educate small business in their local communities

The above workshops will be promoted through direct mail and telemarketing to economic and business development organizations.

After all workshops have been performed, an evaluation stage will follow, to determine the effectiveness of the program. A sample from the workshop participants will be contacted three months after attendance to track how well information was retained and if the information was successfully passed on to small businesses. Small businesses that were provided information from economic development organizations will also be contacted to determine whether they were presented with the information in an effective manner. These phone calls will also provide the FWRTTC with the opportunity to collect statistical data on the number of new users of the system as a result of the outreach program. Evaluations will be performed in conjunction with LARTA.



# **Marketing & Publicity**

MARKETING & PUBLICITY

## **Marketing and Publicity**

The three workshops were promoted through direct mail, telemarketing, and a web site created for the workshops. Data concerning invitees was provided by various economic development organizations assisting the workshops. Their client database includes numerous names of developing local businesses, as well as economic and business development organizations.

The direct mailings consisted of a flyer, which detailed the workshop objectives, location and date. Also included were an agenda and a personal invitation to the workshop. Through telemarketing, personal invitations were extended and questions were answered simultaneously.

The direct mail approach was effective, although some recipients ignored the mailings. Approximately eighty percent of those who did RSVP, made their reservations subsequent to the initial mailings. The telemarketing strategy was an effective "follow up" method in support of the mailings, upon which additional reservations were made.

The web site for the procurement workshops (<http://www.usc.edu/dept/NASA/procurement>) allowed guests to view the workshop agenda, view links to NASA Procurement sites and areas of interest, register for the workshop, and view the presentations. The web site was updated periodically to publicize each workshop.



# Results

## **Results**

### **Lancaster**

The first of the three workshops took place on December 12, 1997 in Lancaster from 10:00 AM to 2:00 PM. The Essex House hosted the event. Robert Medina, from NASA Dryden, was the keynote speaker. The guest speakers provided the invitee list of small business owners and economic development consultants. Of the 32 that were invited, 17 responded to our marketing efforts and made reservations. At the day of the event, there were 18 participants and 7 speakers for an attendance totaling 25 people. Our maximum attendance was set at 30; therefore attendance was sufficient.

The beginning of the workshop was delayed because of technical difficulties with the set up of the computer to its Internet access. The workshop was delayed until 11: 30 AM and did not conclude until 3:30 PM.

The participant's response to the effectiveness of the workshop was favorable. The majority of the participants who provided feedback found the contents of the workshop useful and applicable to their business. However, many were disappointed with the technical difficulties and time delay.

Lunch was served.

### **Orange County**

The second workshop took place on February 5, 1998 in Orange County from 7:30 AM to 12:30 PM. The Orange County Business Council hosted the event. Robert Medina, from NASA Dryden, was the keynote speaker. One hundred and sixty-five small business owners, nominated by the Orange County Business Council, were invited. Twenty-three reservations were made upon which 27 attended the event, allowing us to keep within the maximum capacity of 35.

Response to the workshop was mixed. Although some topics were unrelated to the participants' business, the majority of them found the workshop to be advantageous. Many of the comments and suggestions that were conveyed to us, assisted in planning the next workshop.

Breakfast was served.

### **Compton**

The last workshop took place on March 30, 1998 from 8:00 AM to 1:00 PM. The event was hosted by the City of Compton, Martin Luther King Jr. Transit Center. Yvonne Kellogg, from NASA Dryden, was the keynote speaker. Over 900 invitations were sent to small business owners, economic and business development organizations. MBOC and RBAN databases provided the list of invitees. In response to the mailing, 57 reservations were made and total attendance at the workshop was 50.

The participants found this workshop beneficial to their businesses. The majority found the presentations on doing business with NASA, electronic commerce, and funding opportunities very useful. There was an overwhelming response of interest in future workshops similar to "Enhance Your Business in the New Millennium".

Breakfast was served.



# Feedback



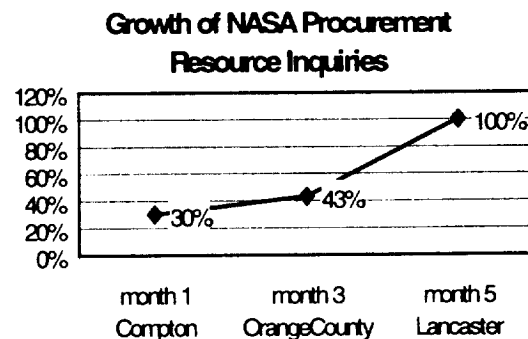
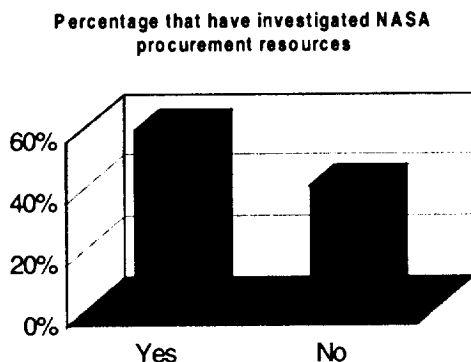
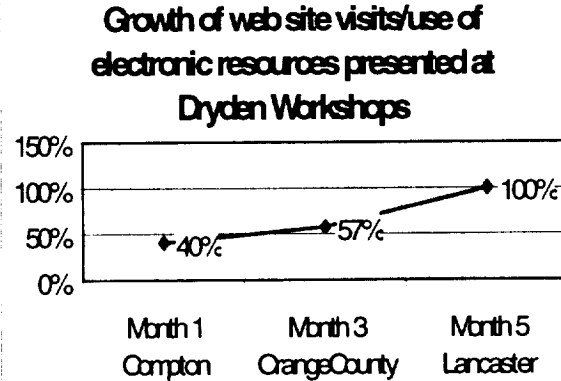
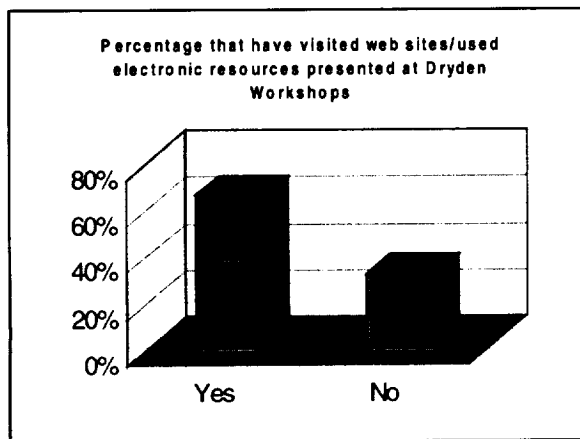
## Feedback

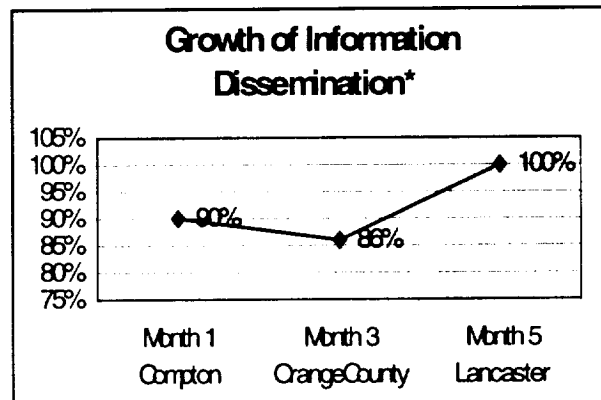
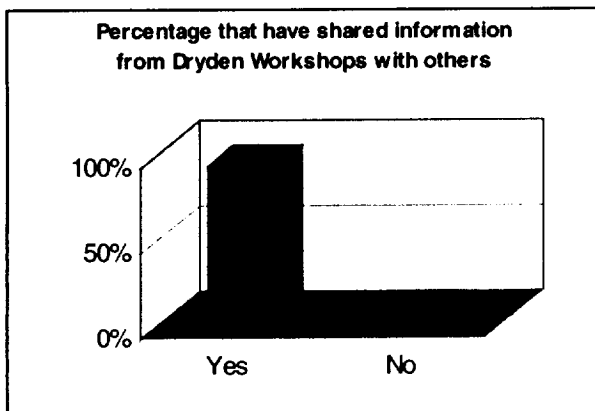
As for the Lancaster workshop, 11 participants evaluated the benefits and usefulness of the workshop. In Orange County, of the participants who responded that it was beneficial, 70% found the NASA procurement presentation “very useful”, and 30% found it to be “useful”. At the Compton workshop, 68% found the NASA procurement presentations “very useful”, and 32% found it “useful”.

<b>Table 1: Was the Workshop Beneficial?</b>			
<b>Percentage of those who agree</b>			
	Lancaster	Orange County	Compton
Overall Workshop	91%	94%	96%
NASA Procurement	Not Available	100%	97.5%

For the Lancaster workshop, not enough information was available to assess the usefulness of the NASA procurement presentations. The survey for the Lancaster workshop participants was a preliminary survey that did not specifically ask questions regarding the benefit of NASA procurement opportunities. However, the survey was adjusted to reflect this inquiry for the Orange County and Compton workshops.

The following graphs represent data compiled at the fifth month from the start of the project:





\* Month 3 figures show a decline due to a smaller number of respondents to the survey, compared to Month 1 and 5.

### Percentage of Participants Surveyed

	Lancaster	Orange County	Compton
Number of Responses	11	11	21
Percentage of Participants	44%	41%	42%



# Appendix A



FILE *un*

February 9, 1998

Department of  
Contracts and Grants

Los Angeles Regional Technology Alliance  
746 West Adams Boulevard  
Los Angeles, CA 90089-7727

*John  
Carmy note for  
ago. Robert should  
be the signature  
for all contracts.  
Sm*

ATTENTION: Lynn T. Ramsey  
Director of Operations

SUBJECT: Subcontract Purchase Order No. 025442

Dear Ms. Ramsey:

We are pleased to forward two copies of the subject document which have been signed on behalf of the University by Lloyd Armstrong, Jr., Provost and Senior Vice President for Academic Affairs.

Please have both copies signed by an authorized official and return the acknowledgment copy for our files.

Should you have any questions, please feel free to contact me at the address below or call (213) 740-6061.

Sincerely,

  
Barbara A. Lewis

Sr. Contract and Grant Administrator

Enclosures

cc: Principal Investigator  
File #1220

P O Number 025442 Account Number 53-4570-1220

SUBCONTRACT  
between  
UNIVERSITY OF SOUTHERN CALIFORNIA  
and  
SUBCONTRACTOR

This is a fixed-price Subcontract between the University of Southern California (hereinafter, University ) and the Los Angeles Regional Technology Alliance (hereinafter, Subcontractor ) for the purchase of services as defined in Article IA, Statement of Work, and in accordance with the terms and conditions set forth herein. This Subcontract is awarded under the authority of Grant Number NAG4-137 issued by the NASA-Dryden Flight Research Center.

KEY PERSONNEL

The key personnel representing the University and the Subcontractor shall be as follows:

University:  
Kenneth E. Dozier, Jr.  
Principal Investigator

Subcontractor:  
Lynn Ramsey  
Key Investigator

In the event the change in Key Investigator is necessary, the University shall be notified within thirty (30) days after the Subcontractor reasonably knows the change is necessary.

SUBCONTRACT SCHEDULE

ARTICLE I

PERFORMANCE AND DELIVERY

A. STATEMENT OF WORK (SOW) - The detailed SOW is contained in Exhibit A, which is incorporated herein and made a part of this Subcontract.

B. PERIOD OF PERFORMANCE - The period of performance of this Subcontract shall be 07/01/97 through 03/31/98 unless extended by mutual agreement or terminated in accordance with the terms of this Subcontract.

C. DELIVERY - All materials and services called for under this Subcontract shall be completed and delivered to the University on or before 03/31/98 unless extended by prior written authorization.

## ARTICLE II

### FIXED PRICE AND PAYMENT

A. **MAXIMUM PRICE** - For the performance of work hereunder, the University shall pay the Subcontractor for deliverables at the specified rates with a ceiling price for all deliverables not to exceed \$20,000.00. Such payments shall be made upon acceptance of deliverables in accordance with Articles I.A. Statement of Work.

B. **PAYMENT** - The University shall pay the Subcontractor, upon the submission of proper invoices, the prices stipulated in this Subcontract for services rendered and accepted. Unless otherwise specified in this Subcontract, payment shall be made on partial deliveries accepted by the University if the amount due on the deliverables warrants it. The University shall not pay any invoice where total payments would result in a cumulative payment in excess of the limitations imposed by Article II.A. and II.C. or where rates used to determine prices vary from those in Article I.A.

Invoices shall be submitted as follows:

1. Referencing the Subcontract number and the numerical sequence of the invoices;
2. Providing details of expenditures in accordance with the negotiated prices; and
3. Addressed to: University of Southern California  
NASA Far West Regional Technology Transfer Center  
3716 South Hope Street, Suite 200  
Los Angeles, CA 90007  
ATTN: Ms. Brenda Reid, Marketing Manager

C. **LIMITATION OF FUNDS** - The total allotted to this Subcontract, \$20,000.00, is sufficient to cover the following deliverables:

Three workshops related to Electronic Commerce and Leveraging Economic Development Resources, scheduled for October/ November /December 1997.

1.0	Antelope/Lancaster	October/November 1997	\$12,000.00
2.0	Los Angeles Region	November 1997	6,000.00
3.0	Orange County Region	December 1997	2,000.00

## ARTICLE III

### INSPECTION, ACCEPTANCE, AND FOB POINT

All work performed under this Subcontract is subject to inspection and acceptance by the University or its authorized representative. Inspection shall be conducted in a manner as to not unduly delay the progress of the work and University shall give Subcontractor notice prior to conducting any such inspections. Inspection, acceptance, and FOB point for all reports and documents called for under this Subcontract shall be at the following address:

University of Southern California  
NASA Far West Regional Technology Transfer Center  
3716 South Hope Street, Suite 200  
Los Angeles, CA 90007

ATTN: Kenneth E. Dozier, Jr.

#### ARTICLE IV

#### TERMINATION

Either party may terminate this Subcontract by giving the other party at least thirty (30) days written notice except that the termination of the Prime Contract concurrently terminates this Subcontract. If either party terminates this Subcontract, the University shall pay the Subcontractor for the deliverables completed at the appropriate rates to the date of termination.

#### ARTICLE V

#### NOTICES

Any notices given under this Subcontract shall be in writing and delivered to the following addresses by return receipt mail, postage prepaid, by overnight courier service, or by facsimile transmission. Such notices shall be effective upon the third business day following mailing, if by mail; upon receipt, if by courier; and upon confirmed transmission, if by facsimile.

For Subcontractor:

Los Angeles Regional Technology Alliance  
746 West Adams Boulevard  
Los Angeles, CA 90089-7727

For University:

University of Southern California  
Department of Contracts and Grants  
University Park, MC 1147  
Los Angeles, CA 90089-1147

Copy to: Kenneth E. Dozier, Jr.

## **ARTICLE VI**

### **CONTENTS AND ORDER OF PRECEDENCE**

Annexed to this Subcontract are the Purchase Order and Exhibit A, Statement of Work.

Insofar as these instruments apply to this Subcontract together with the instruments previously enumerated and those listed below, they constitute the entire agreement and understanding between the University and the Subcontractor. Moreover, the contents of each instrument below are incorporated within this Subcontract as fully as though set forth herein in their entirety. In the event of a conflict between the provisions of each instrument, the following order of precedence shall govern the rights and obligations of the parties:

1. Subcontract Schedule
2. Statement of Work
3. General Provisions

## **ARTICLE VII**

### **ENTIRE AGREEMENT, WAIVER, AND AMENDMENTS**

This Subcontract contains the full and complete agreement between the two parties. All modifications must be in writing and signed by the University's Contracting Officer and countersigned by the Subcontractor's Contracting Officer. No verbal agreements or conversation with any officer or employee of either party shall affect or modify any of the terms and conditions of this Subcontract.

### **GENERAL PROVISIONS**

The following clauses are applicable to this Subcontract and are subject to the following definitions:

- .Contractor. means Subcontractor except in the term prime contractor..
- .Subcontractor. means Subcontractor.s second tier Subcontractor(s)..
- .Contract. means this Subcontract except in the term prime contract..

Furthermore, the following clauses are to be modified and interpreted so as to indicate the appropriate meanings to and relationships between the Government, Contractor, Contracting Officer, and Subcontractor.. Unless otherwise indicated, the clauses are incorporated in the Subcontract document by reference with the same force and effect as if they were given in full text:



**A. FEDERAL ACQUISITION REGULATION (FAR) (48 CFR CHAPTER 1) CLAUSES**

<u>Clause No</u>	<u>Title and Date</u>
52.203-3	Gratuities (April 1984)
52.203-5	Covenant Against Contingent Fees (April 1984)
52.203-6	Restrictions on Subcontractor Sales to the Government (Oct 1995)
52.203-7	Anti-Kickback Procedures (July 1995)
52.203-10	Price or Fee Adjustment for Illegal or Improper Activity (September 1990)
52.203-12	Limitation on Payments to Influence Certain Federal Transactions (Over \$100,000) (January 1990)
52.209-6	Protecting the Government's Interests when Subcontracting with Contractors Debarred, Suspended, or Proposed for Debarment (July 1995)
52.215-2	Audit and Records - Negotiation (Oct 1995)
52.215-22	Price Reduction for Defective Cost or Pricing Data (Over \$100,000) (October 1995)
52.215-24	Subcontractor Cost or Pricing Data (Over \$100,000) (October 1995)
52.215-26	Integrity of Unit Prices (October 1995)
52.215-27	Termination of Defined Benefit Pension Plan (Over \$100,000) (March 1996)
52.215-33	Order of Precedence (January 1986)
52.215-39	Reversion or Adjustment of Plans for Post Retirement Benefits other than Pensions (PRB) (Over \$100,000) (March 1996)
52.219-8	Utilization of Small, Small Disadvantaged and Women-Owned Small Business Concerns (Oct 1995)
52.219-9	Small, Small Disadvantaged and Women-Owned small business Subcontracting Plan (Aug 1996)
52.219-16	Liquidated Damages - Subcontracting Plan (Oct 1995)
52.222-3	Convict Labor (April 1984)
52.222-26	Equal Opportunity (April 1984)
52.222-28	Equal Opportunity Preaward Clearance of Subcontracts (Over \$1,000,000) (April 1984)
52.222-35	Affirmative Action for Special Disabled and Vietnam Era Veterans (April 1984)
52.222-36	Affirmative Action for Handicapped Workers (April 1984)
52.222-37	Employment Reports on Special Disabled Veterans and Veterans of the Vietnam Era (January 1988)
52.223-2	Clean Air and Water (Over \$100,000) (April 1984)
52.223-6	Drug Free Workplace (July 1990)
52.225-11	Restrictions on Certain Foreign Purchases (May 1992)
52.227-1	Authorization and Consent (April 1984) - Alternate I (July 1995)
52.227-2	Notice and Assistance Regarding Patent and Copyright Infringement (April 1984)

52 227-11 Patent Rights - Retention by the Contractor (Short Form) (June 1989)  
Note: In accordance with FAR 27.303 (a) (2), paragraph (f) is modified to include the requirements in FAR 27.303 (a) (2) (I) thru (iv). The frequency of reporting in (I) is annual.

52 229-3 Federal, State, and Local Taxes (January 1991)

52 229-5 Taxes - Contracts Performed in U.S. Possessions or Puerto Rico (April 1984)

52.232-2 Payments Under Fixed-Price Research and Development Contracts (April 1984)

52.232-9 Limitation on Withholding of Payments (April 1984)

52.232-17 Interest (June 1996)

52.232-23 Assignment of Claims (January 1986)

52.232-25 Prompt Payment (March 1994)

52.232-28 Electronic Funds Transfer Payment Methods (April 1989)

52.233-1 Disputes (Oct 1995)

52.233-3 Protest After Award (Oct 1995)

52.242-13 Bankruptcy (July 1995)

52.243-1 Changes - Fixed Price (August 1987) Alternate V (April 1984)

52.244-1 Subcontracts (Fixed-Price Contracts) (Feb 1995)

52.244-5 Competition in Subcontracting (Jan 1996)

52.246-16 Responsibility for Supplies (April 1984)

52.246-23 Limitation of Liability (April 1984)

52.249-2 Termination for Convenience of the Government (Fixed-Price) (April 1984)

52.249-9 Default (Fixed-Price Research and Development) (April 1984)

52.253-1 Computer Generated Forms (January 1991)

IN WITNESS WHEREOF, the parties have executed this Subcontract in two or more counterparts, each as an original and all together as one instrument as indicated below.

UNIVERSITY OF SOUTHERN  
CALIFORNIA

SUBCONTRACTOR

By: Lloyd Armstrong  
Name: LLOYD ARMSTRONG, JR.  
Title: PROVOST AND SENIOR VICE PRESIDENT  
FOR ACADEMIC AFFAIRS  
Date: 2-9-98

By: Rushmalia  
Name: PRESIDENT'S CEO  
Title: ROHIT K. SHUKLA  
Date: 2/15/98

# **EXHIBIT A**

## **Statement of Work**

### **Procurement Workshops:**

A wide range of small businesses can be reached at minimal costs by inviting economic and business development organizations to attend workshops on NASA's procurement opportunities. Once these organizations have learned of NASA's procurement system they will be asked to present and distribute this information to the small businesses in their local communities.

The Los Angeles Regional Technical Alliance will utilize their database of economic and business development organizations to invite appropriate attendees. LARTA will also provide the necessary logistical support, i.e., invitations, facilities, etc.

The procurement workshops will be used for the following functions:

- Workshops participants will act as a focus group which can be used to gather statistical data

- Participants will be given information about the NASA procurement system

- Participants will be given before and after questions to determine the effectiveness of the workshops in providing information

- Economic and Business development agents will receive presentation materials which they can use to educate small business in their local communities

The above workshops will be promoted through direct mail and telemarketing to economic and business development organizations.

### **Evaluation Stage:**

After all workshops have been performed, an evaluation stage will follow to determine the effectiveness of the program. A sample from the workshop participants will be contacted three months after attendance to track how well information was retained and if the information was successfully passed on to small businesses. Small businesses who were provided information from economic development organizations will also be contacted to determine whether they were presented with the information in an effective manner. These phone calls will also provide the FWRTTC with the opportunity to collect statistical data on the number of new users of the system as a result of the outreach program. Evaluations will be performed in conjunction with LARTA.

## **EXHIBIT B**

### **BUDGET**



**LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE  
(LARTA)**

**746 West Adams Blvd.  
Los Angeles, California 90089-7727  
(213)743-4150**

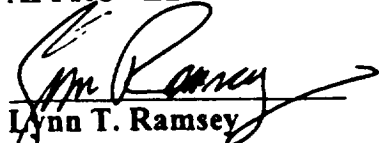
**BUDGET**

**To: Far West Regional Technology Transfer Center  
Attn: Ms. Brenda Reid, Marketing Manager  
3716 S. Hope Street #200  
Los Angeles, CA 90007**

**Budget No: 97-008  
Date: Jan. 14, 1998**

<b><u>ITEM DESCRIPTION</u></b>	<b><u>AMOUNT</u></b>
<b>Labor</b>	
Direct.....	<b>\$ 12,500.00</b>
Benefits.....	<b>2,400.00</b>
<b>Other Direct Costs</b>	
Travel.....	<b>\$.....704.00</b>
Subcontracts.....	<b>303.00</b>
Telephone.....	<b>510.00</b>
Document Purchase/Searches.....	<b>0.00</b>
Office Supplies.....	<b>336.00</b>
Postage.....	<b>370.00</b>
Printing.....	<b>590.00</b>
Promotional Exp.....	<b>909.00</b>
Reproduction.....	<b>618.00</b>
Miscellaneous Exp.....	<b>398.00</b>
Equipment.....	<b>362.00</b>
<b>Total Direct Costs.....</b>	<b>\$ 5,100.00</b>
<b>Indirect Costs</b>	
<b>TOTAL COST</b>	<b>\$20, 000.00</b>

**APPROVED:**

  
**Lynn T. Ramsey**  
**Director of Operations**

**LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE**

**746 West Adams Boulevard, Los Angeles, California 90089-7727  
Telephone 213-743-4150 Facsimile 213-749-7199**

**\*Serving the Los Angeles, Orange, Riverside, San Bernardino and Ventura Counties\***

P.O. Number: 025442 Account Number: 53-4570-1220

SUBCONTRACT  
between  
UNIVERSITY OF SOUTHERN CALIFORNIA  
and  
SUBCONTRACTOR

This is a fixed-price Subcontract between the University of Southern California (hereinafter, University) and the Los Angeles Regional Technology Alliance (hereinafter, Subcontractor) for the purchase of services as defined in Article IA, Statement of Work, and in accordance with the terms and conditions set forth herein. This Subcontract is awarded under the authority of Grant Number NAG4-137 issued by the NASA-Dryden Flight Research Center.

KEY PERSONNEL

The key personnel representing the University and the Subcontractor shall be as follows:

University:  
Kenneth E. Dozier, Jr.  
Principal Investigator

Subcontractor:  
Lynn Ramsey  
Key Investigator

In the event the change in Key Investigator is necessary, the University shall be notified within thirty (30) days after the Subcontractor reasonably knows the change is necessary.

SUBCONTRACT SCHEDULE

ARTICLE I

PERFORMANCE AND DELIVERY

A. STATEMENT OF WORK (SOW) - The detailed SOW is contained in Exhibit A, which is incorporated herein and made a part of this Subcontract.

B. PERIOD OF PERFORMANCE - The period of performance of this Subcontract shall be 07/01/97 through 03/31/98 unless extended by mutual agreement or terminated in accordance with the terms of this Subcontract.

C. DELIVERY - All materials and services called for under this Subcontract shall be completed and delivered to the University on or before 03/31/98 unless extended by prior written authorization.



## ARTICLE II

### FIXED PRICE AND PAYMENT

A. **MAXIMUM PRICE** - For the performance of work hereunder, the University shall pay the Subcontractor for deliverables at the specified rates with a ceiling price for all deliverables not to exceed \$20,000.00. Such payments shall be made upon acceptance of deliverables in accordance with Articles I.A. Statement of Work.

B. **PAYMENT** - The University shall pay the Subcontractor, upon the submission of proper invoices, the prices stipulated in this Subcontract for services rendered and accepted. Unless otherwise specified in this Subcontract, payment shall be made on partial deliveries accepted by the University if the amount due on the deliverables warrants it. The University shall not pay any invoice where total payments would result in a cumulative payment in excess of the limitations imposed by Article II.A. and II.C. or where rates used to determine prices vary from those in Article I.A.

Invoices shall be submitted as follows:

1. Referencing the Subcontract number and the numerical sequence of the invoices;
2. Providing details of expenditures in accordance with the negotiated prices; and
3. Addressed to: University of Southern California  
NASA Far West Regional Technology Transfer Center  
3716 South Hope Street, Suite 200  
Los Angeles, CA 90007  
ATTN: Ms. Brenda Reid, Marketing Manager

C. **LIMITATION OF FUNDS** - The total allotted to this Subcontract, \$20,000.00, is sufficient to cover the following deliverables:

Three workshops related to Electronic Commerce and Leveraging Economic Development Resources, scheduled for October/ November /December 1997.

1.0	Antelope/Lancaster	October/November 1997	\$12,000.00
2.0	Los Angeles Region	November 1997	6,000.00
3.0	Orange County Region	December 1997	2,000.00

## ARTICLE III

### INSPECTION, ACCEPTANCE, AND FOB POINT

All work performed under this Subcontract is subject to inspection and acceptance by the University or its authorized representative. Inspection shall be conducted in a manner as to not unduly delay the progress of the work and University shall give Subcontractor notice prior to conducting any such inspections. Inspection, acceptance, and FOB point for all reports and documents called for under this Subcontract shall be at the following address:

University of Southern California  
NASA Far West Regional Technology Transfer Center  
3716 South Hope Street, Suite 200  
Los Angeles, CA 90007

ATTN: Kenneth E. Dozier, Jr.

#### ARTICLE IV

#### TERMINATION

Either party may terminate this Subcontract by giving the other party at least thirty (30) days written notice except that the termination of the Prime Contract concurrently terminates this Subcontract. If either party terminates this Subcontract, the University shall pay the Subcontractor for the deliverables completed at the appropriate rates to the date of termination.

#### ARTICLE V

#### NOTICES

Any notices given under this Subcontract shall be in writing and delivered to the following addresses by return receipt mail, postage prepaid, by overnight courier service, or by facsimile transmission. Such notices shall be effective upon the third business day following mailing, if by mail; upon receipt, if by courier; and upon confirmed transmission, if by facsimile.

For Subcontractor:

Los Angeles Regional Technology Alliance  
746 West Adams Boulevard  
Los Angeles, CA 90089-7727

For University:

University of Southern California  
Department of Contracts and Grants  
University Park, MC 1147  
Los Angeles, CA 90089-1147

Copy to: Kenneth E. Dozier, Jr.

## **ARTICLE VI**

### **CONTENTS AND ORDER OF PRECEDENCE**

Annexed to this Subcontract are the Purchase Order and Exhibit A, Statement of Work.

Insofar as these instruments apply to this Subcontract together with the instruments previously enumerated and those listed below, they constitute the entire agreement and understanding between the University and the Subcontractor. Moreover, the contents of each instrument below are incorporated within this Subcontract as fully as though set forth herein in their entirety. In the event of a conflict between the provisions of each instrument, the following order of precedence shall govern the rights and obligations of the parties:

1. Subcontract Schedule
2. Statement of Work
3. General Provisions

## **ARTICLE VII**

### **ENTIRE AGREEMENT, WAIVER, AND AMENDMENTS**

This Subcontract contains the full and complete agreement between the two parties. All modifications must be in writing and signed by the University's Contracting Officer and countersigned by the Subcontractor's Contracting Officer. No verbal agreements or conversation with any officer or employee of either party shall affect or modify any of the terms and conditions of this Subcontract.

### **GENERAL PROVISIONS**

The following clauses are applicable to this Subcontract and are subject to the following definitions:

- . Contractor. means Subcontractor except in the term prime contractor..
- . Subcontractor. means Subcontractor's second tier Subcontractor(s)..
- . Contract. means this Subcontract except in the term prime contract..

Furthermore, the following clauses are to be modified and interpreted so as to indicate the appropriate meanings to and relationships between the Government, Contractor, Contracting Officer, and Subcontractor.. Unless otherwise indicated, the clauses are incorporated in the Subcontract document by reference with the same force and effect as if they were given in full text:

**A. FEDERAL ACQUISITION REGULATION (FAR) (48 CFR CHAPTER 1) CLAUSES**

<b><u>Clause No</u></b>	<b><u>Title and Date</u></b>
52.203-3	Gratuities (April 1984)
52.203-5	Covenant Against Contingent Fees (April 1984)
52.203-6	Restrictions on Subcontractor Sales to the Government (Oct 1995)
52.203-7	Anti-Kickback Procedures (July 1995)
52.203-10	Price or Fee Adjustment for Illegal or Improper Activity (September 1990)
52.203-12	Limitation on Payments to Influence Certain Federal Transactions (Over \$100,000) (January 1990)
52.209-6	Protecting the Government's Interests when Subcontracting with Contractors Debarred, Suspended, or Proposed for Debarment (July 1995)
52.215-2	Audit and Records - Negotiation (Oct 1995)
52.215-22	Price Reduction for Defective Cost or Pricing Data (Over \$100,000) (October 1995)
52.215-24	Subcontractor Cost or Pricing Data (Over \$100,000) (October 1995)
52.215-26	Integrity of Unit Prices (October 1995)
52.215-27	Termination of Defined Benefit Pension Plan (Over \$100,000) (March 1996)
52.215-33	Order of Precedence (January 1986)
52.215-39	Reversion or Adjustment of Plans for Post Retirement Benefits other than Pensions (PRB) (Over \$100,000) (March 1996)
52.219-8	Utilization of Small, Small Disadvantaged and Women-Owned Small Business Concerns (Oct 1995)
52.219-9	Small, Small Disadvantaged and Women-Owned small business Subcontracting Plan (Aug 1996)
52.219-16	Liquidated Damages - Subcontracting Plan (Oct 1995)
52.222-3	Convict Labor (April 1984)
52.222-26	Equal Opportunity (April 1984)
52.222-28	Equal Opportunity Preaward Clearance of Subcontracts (Over \$1,000,000) (April 1984)
52.222-35	Affirmative Action for Special Disabled and Vietnam Era Veterans (April 1984)
52.222-36	Affirmative Action for Handicapped Workers (April 1984)
52.222-37	Employment Reports on Special Disabled Veterans and Veterans of the Vietnam Era (January 1988)
52.223-2	Clean Air and Water (Over \$100,000) (April 1984)
52.223-6	Drug Free Workplace (July 1990)
52.225-11	Restrictions on Certain Foreign Purchases (May 1992)
52.227-1	Authorization and Consent (April 1984) - Alternate I (July 1995)
52.227-2	Notice and Assistance Regarding Patent and Copyright Infringement (April 1984)

52.227-11 Patent Rights - Retention by the Contractor (Short Form) (June 1989)  
Note: In accordance with FAR 27.303 (a) (2), paragraph (f) is modified to include the requirements in FAR 27.303 (a) (2) (I) thru (iv). The frequency of reporting in (I) is annual.

52.229-3 Federal, State, and Local Taxes (January 1991)

52.229-5 Taxes - Contracts Performed in U.S. Possessions or Puerto Rico (April 1984)

52.232-2 Payments Under Fixed-Price Research and Development Contracts (April 1984)

52.232-9 Limitation on Withholding of Payments (April 1984)

52.232-17 Interest (June 1996)

52.232-23 Assignment of Claims (January 1986)

52.232-25 Prompt Payment (March 1994)

52.232-28 Electronic Funds Transfer Payment Methods (April 1989)

52.233-1 Disputes (Oct 1995)

52.233-3 Protest After Award (Oct 1995)

52.242-13 Bankruptcy (July 1995)

52.243-1 Changes - Fixed Price (August 1987) Alternate V (April 1984)

52.244-1 Subcontracts (Fixed-Price Contracts) (Feb 1995)

52.244-5 Competition in Subcontracting (Jan 1996)

52.246-16 Responsibility for Supplies (April 1984)

52.246-23 Limitation of Liability (April 1984)

52.249-2 Termination for Convenience of the Government (Fixed-Price) (April 1984)

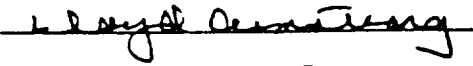
52.249-9 Default (Fixed-Price Research and Development) (April 1984)

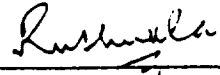
52.253-1 Computer Generated Forms (January 1991)

IN WITNESS WHEREOF, the parties have executed this Subcontract in two or more counterparts, each as an original and all together as one instrument as indicated below.

UNIVERSITY OF SOUTHERN  
CALIFORNIA

SUBCONTRACTOR

By:   
Name: LLOYD ARMSTRONG, JR.  
PROVOST AND SENIOR VICE PRESIDENT  
FOR ACADEMIC AFFAIRS  
Title: \_\_\_\_\_  
Date: 2-9-98

By:   
Name: ROHIT K SHARMA  
Title: PRESIDENT & CEO  
Date: 2/18/98



# Appendix B

## **Contents**

### **Lancaster**

- A. Agenda
- B. Flyer
- C. Speakers
- D. Invites
- E. Invitations
- F. RSVP
- G. Attendance
- H. Evaluations
  - 1. Master copy
  - 2. Internal Evaluation
  - 3. Summary of Evaluations
- I. Working papers
- J. Essex House





## **AGENDA** (Draft)

**Enhance Your Business in the New Millenium  
*Electronic Commerce Technologies, Commercialization and Leveraging  
Regional Economic Development Resources***

**ESSEX HOUSE---NINA'S GARDEN ROOM**

**LANCASTER, CALIFORNIA**

**Friday, December 12, 1997**

**10:00 AM---2:00 PM**

- I. Introductions.....Lynn Ramsey, LARTA
- II. Topics
  - A. "Target Markets using On-line Systems"
    - 1. *How To Do Business with NASA*  
-Robert Medina, NASA Procurement, NASA Dryden
    - 2. *What Services Far West Provides For Your Business*  
-Rob Dabney, Technology Transfer Online, Far West RTTC
    - 3. *Technical Assistance for Small Business*  
-Bill Powers, Center for Applied Competitive Technology
    - 4. *How TechTracS Can Assist Your Business As A Gateway To NASA Technology*  
-Yvonne Kellogg, NASA TechTracS, NASA Dryden
  - B. "Leveraging Economic Development Resources"
    - 1. *Antelope Valley Regional Partnerships, Entrepreneurial Partnership Program*  
-Jim York, Lancaster Economic Development Corporation
    - 2. *Working Together: The Western Mojave Technology Consortium*  
-Jeff Veselenak, Air Force Research Laboratory, Propulsion Directorate
    - 3. *LARTA's Resource and Funding Opportunities with CALTIP*  
-Rohit Shukla, Los Angeles Regional Technology Alliance
    - 4. *CMTC's Services and How It Benefits Your Business*  
-Joan Carvell, California Manufacturing and Technology Center
    - 5. *Developing an Effective Business Plan and BEN Services*  
-Efrian Gonzalez, USC Business Expansion Network Program

**LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE**

745 West Adams Boulevard, Los Angeles, California 90089-7727  
Telephone 213-743-4150 Fax 213-743-7122



## **Enhance Your Business in the New Millenium**

**Electronic Commerce Technologies, Commercialization and Leveraging**

**Regional Economic Development Resources**

***Featuring***

**"How to Do Business with NASA"**

---

### **Workshop Location**

**LANCASTER\***

**Friday, December 12, 1997**

**10:00 AM – 2:00 PM**

\*There are other workshops planned for the Los Angeles and Orange County Regions

### **OBJECTIVE**

To directly assist economic developing companies in the creation of business networks, the identification of funding opportunities and the retention and expansion of the overall technology base for the region through online resources.

### **What "Enhance Your Business in the New Millenium" Offers**

This workshop was created out of the need for greater awareness of online opportunities as "Electronic Commerce" spreads throughout the business world. This workshop can help you realize the potential for expanding business through the use of electronic commerce and economic development resources. Further, in attending this workshop you can:

- *Develop* your markets with NASA Procurement opportunities
- *Learn* about thousands of business opportunities that are accessible through the Internet
- *Inquire* about how to find funding through SBIR, SBA programs and California Technology Investment Partnership Program
- *Learn* mechanisms to develop an effective business plan
- *Create* custom-tailored searches of business opportunities in nearly every branch of government
- *Discover* on-line business communities that can link you to a wealth of resources and business opportunities
- *Obtain* the technical assistance/resources available from government and educational organizations and economic development service providers in your region

### **Participating Sponsors**

NASA DRYDEN Flight Research Center  
NASA Far West Regional Technology Transfer Center (Far West RTTC)  
Los Angeles Regional Technology Alliance (LARTA)  
EC<sup>2</sup> The Annenberg Incubator Project  
Antelope Valley Regional Partnership  
Air Force Research and Development Collaboration  
California Manufacturing Technology Center  
USC Business Expansion Network  
Center for Applied Competitive Technology  
Orange County Business Council

For more information online: <http://www.usc.edu/dept/NASA/procurement>

### **LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE**

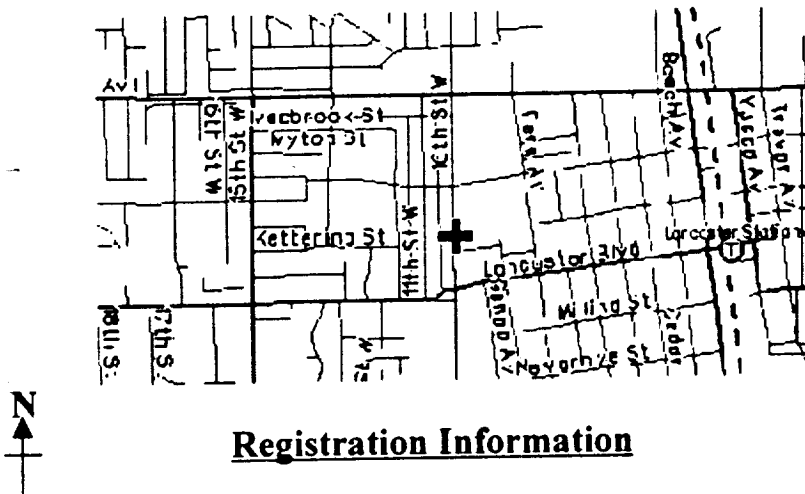
746 West Adams Boulevard, Los Angeles, California 90089-7727  
Telephone 213-743-4150 Fax 213-743-7199

### **Locations/Directions**

## LANCASTER

**Friday, December 12, 1997**  
**10:00 AM - 2:00 PM**  
**Essex Convention Center**  
**44916 North 10<sup>th</sup> Street West**  
**Lancaster, CA 93534**  
**(805) 948-0961**

**Directions: (From Los Angeles)**  
*Antelope Valley Freeway (14 North)*  
 Exit on Avenue I, make a right turn,  
 Right turn on 10<sup>th</sup> Street West (fourth traffic light),  
 Proceed one block, Essex Convention Center  
 will be on left side (red and white sign).



## Registration Information

**PLEASE RSVP BY UTILIZING ONE OF THE FOLLOWING METHODS BY MONDAY,  
DECEMBER 1, 1997:**

**Fax: (213) 747-7307**

Email: [scash@larta.org](mailto:scash@larta.org)

**Phone: (213) 743-4267**

**Please fill out the following information and fax or email to Sharon Cash:**

**Registration for *Enhance Your Business in the New Millenium Workshops***

## LANCASTER

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Email Address \_\_\_\_\_

Number Attending \_\_\_\_\_

Online: <http://www.usc.edu/dept/NASA/procurement>

## Speaker List for Lancaster as of 11/11/97

<b>Title</b>	<b>FirstName</b>	<b>LastName</b>	<b>Company</b>	<b>Address1</b>	<b>Address2</b>	<b>City</b>	<b>State</b>	<b>PostalCode</b>	<b>WorkPhone</b>	<b>FaxNumber</b>	<b>email</b>
Mr	Robert	Medina	NASA Dryden	PO Box 273	MS:D- 1044	Edw ards	CA	93523-0273	805-258-3343	805-258-2292	robert.me dina.@df rc.nasa.g ov
Mr	Rob	Dabney	Far West RTTC	3716 S. Hope St, Suite 200		Los Angeles	CA	90007- 4344	213-743-1813	213-746-9043	dabney@ scf.usc.ed u
Mr	Bill	Powers	Center for Applied Competitive Technology	4175 Fairmont Blvd		Yorba Linda	CA	92886	714-695-1501 x213	714-695-1514	cact@wa venet.co m
Ms	Yvonne	Kellogg	TechTracS, NASA Dryden	Dryden Flight Research Center	PO Box 273, MS; D- 4839A	Edwards	CA	93523- 0273	805-258-3720	805-258-3088	yvonne.k ellogg@ mail.dfrc. nasa.gov
Mr	Jim	York	Lancaster EDC	104 East Ave K-4	Suite A	Lancaster	CA	93535	805-945-2741	805-945-5086	avregion @avimailt .com
Mr	Jeff	Veselenak	Air Force Research Laboratory	AFRL/PRO I	5 Pollux Drive	Edwards AFB	CA	93524- 7013	805-275-5344	805-275-5852	jeff_vesel enak@ple .af.mil
Mr	Rohit	Shukla	LARTA	EC2, The Annenberg Incubator Project	746 W. Adams Blvd	Los Angeles	CA	90089- 7725	(213)743- 2344	213-747-7307	rshukla@ larta.org
Ms	Joan	Carvell	California Manufacturi ng and Technology Center	13430 Hawthorne Blvd		Hawthorn e	CA	90250	310-263-3035	310-676-8630	carvell@ cmtc.com
Mr	Efrain	Gonzalez	USC Business Expansion Network	8144 Sunland Blvd	Suite 201	Sun Valley	CA	91352	818-394-3111	818-394-3110	efraingo @bcf.usc. edu

**RSVP List**  
**Enhance Your Business in the New Millenium**  
**LANCASTER**  
**Lancaster One, Essex House**  
**Friday, December 12, 1997**

A.

1. Robert Medina, NASA Dryden
2. Rob Dabney, Far West RTTC
  - a. Tom Anderson, Spaceage Control, Inc. Yes
  - b. Chris Wood, Museum of Flying No
  - c. David Simmons, Quoin, Inc. No
3. Bill Powers, Center for Applied Competitive Technology
  - a. Rod Collins, Waste Management of Lancaster No
  - b. Robert Glasser, Summit Environmental Systems No
  - c. Paul Scheibel, City of Palmdale Planning Dept No
4. Yvonne Kellogg, NASA Dryden, TechTracS

B.

1. Jim York, Lancaster Economic Development Corp.
  - a. Paul Heindel, SCORE Yes
  - b. Harry Brodock, SCORE Yes
  - c. Mike Hughes, Hughes Electronic Commerce Yes
2. Jeff Veselenak, Air Force Research Laboratory
  - a. Howard Brooks, Antelope Valley Board of Trade No
  - b. Steve Robbins, Thiokol Corporations Yes
  - c. Lou Hickok, Sverdrup Technology No
3. Lynn Ramsey, LARTA
  - a. Mike Metty, IWV 2000 Yes
  - b. Daniel Morales, Valley EDC, Inc. Yes
  - c. Sharon Merino, Small Business Consulting Agency No
    1. Ann Newman, AKB Enterprises No
  - d. Dominic Pilato, Minority Business Opportunity Committee No
    1. Bill Bowman, AKB Enterprises No
  - e. Chuck Oaks, Orange County Business Council Yes
  - f. Charles Miles, LA Dept. of Public Works No
4. Joan Carvell, CMTC
  - a. William Chancy, Revere Metal Fabrications No
  - b. Wendy Reed, Advan-Edge Yes
  - c. Leonard Watts, Aero Bending Company No
  - d. Charles Lim, American Toolcraft No
  - e. Bill Bloomer, National Metal Stampings, Inc No

- |   |     |
|---|-----|
| f. Jerry Wolfe, CMTC Supplier Development | Yes |
| g. Kathleen Allen, ECRC                   | Yes |
| 5. Efrain Gonzalez, USC BEN               |     |
| a. Martin Billips, TBC Engineering, INC   | Yes |
| b. Inderjit Sabherwal, AER Labs, Inc      | Yes |
| c. Janak Sabherwal, AER Labs, Inc         | Yes |
| d. Michael Napal, Globus Inc              | Yes |
| e. Richard Bang, Good One Inc and guest   | Yes |
| 6. Judy Vaughn, Edwards Air Force Base    |     |
| a.  |     |
| b.  |     |
| c.  |     |
| d.  |     |
| e.  |     |
| f.  |     |
| g.  |     |

December 3, 1997

**To:** «Title». «FirstName» «LastName», «Company»

**Re:** An Invitation to *Enhance Your Business in the New Millenium*

Congratulations! You and your organization/business have been nominated by «NominatedBy» of «OrgNominatedBy» to take part in an exciting and innovative learning opportunity for small businesses. *Enhance Your Business in the New Millenium*, is the collaboration of many different procurement organizations that have come together to inform you and «Company» of the many online opportunities that exist but are difficult to discover. Our aim is to make you aware of the potential «Company» has to expand through the use of electronic commerce and economic development resources available on the Internet.

We would also like to take this time to inform you of the time and location of the workshop event. Please mark your calendars for **Friday, December 12, 1997** from 10:00 AM to 2:00 PM. You are also invited to lunch immediately following the presentations. The workshop will be held at the **Essex House** at *44916 North 10<sup>th</sup> Street West, Lancaster, CA 93534*. A flyer and an agenda for the workshop are enclosed.

If you have not already, please fill out the registration form on the enclosed flyer and *fax* it to me at (213) 747-7307 or fill out the registration form located on our web site at [www.usc.edu/dept/NASA/procurement](http://www.usc.edu/dept/NASA/procurement). Please *RSVP ASAP* for space is limited.

If there are any questions, please contact the **Los Angeles Regional Technology Alliance** by phone at (213) 743-4150 or email me at [lramsey@larta.org](mailto:lramsey@larta.org). We hope to see you in Lancaster on December 12, 1997.

Congratulations again,

**LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE**

Lynn Ramsey  
Director of Operations

**RSVP Attendees**  
**Lancaster**  
**December 12, 1997**  
**10-2PM, Friday**  
**Lancaster One, Essex House**

1. Robert Medina, NASA Dryden
2. Rob Dabney, Far West RTTC
  - a. Tom Anderson, SpaceAge Control
  - b. Chris Wood, Museum of Flying
3. Bill Powers, Center for Applied Competitive Technology
  - a. Rod Collins, Waste Management
4. Yvonne Kellogg, TechTracS, NASA Dryden
5. Jim York, Lancaster Economic Development Center
  - a. Harry Brodock, AVScore
  - b. Paul Heindel, AVScore
  - c. Mike Hughes, Hughes Electronic Commerce
6. Jeff Veselenak, Air Force Research Laboratory
  - a. Steve Robbins, Thiokol Corp.
7. Lynn Ramsey, Los Angeles Regional Technology Alliance
  - a. Mike Metty, IWV 2000
  - b. Daniel Morales, Valley Economic Development Center
  - c. Charles Oaks, Orange County Business Council
8. Joan Carvell, California Manufacturing and Technology Center
  - a. Wendy Reed, Advant-Edge
9. Efrain Gonzalez, USC Business Expansion Network
  - a. Inderjit Sabherwal AER Labs, Inc (2 attending)
  - b. Richard Bang, Good One, Inc (2 attending)
  - c. Michael Napal, Globus, Inc
  - d. Martin Billips, TBC Engineering



**Attendance**  
**Enhance Your Business in the New Millenium**  
**LANCASTER**  
**Friday, December 12, 1997**

- |    |  |     |
|----|--|-----|
| A. | 1. Robert Medina, NASA Dryden                              | YES |
|    | 2. Rob Dabney, Far West RTTC                               | YES |
|    | a. Tom Anderson, Spaceage Control, Inc.                    | YES |
|    | b. Chris Wood, Museum of Flying                            | NO  |
|    | c. David Simmons, Quoin, Inc.                              | NO  |
|    | 3. Bill Powers, Center for Applied competitive Technology  | YES |
|    | a. Rod Collins, Waste Management of Lancaster              | NO  |
|    | b. Robert Glasser, Summit Environmental Systems            | NO  |
|    | c. Paul Scheibel, City of Palmdale Planning Dept           | NO  |
|    | 4. Yvonne Kellogg, NASA Dryden, TechTracS                  | NO  |
| B. |  |     |
|    | 1. Jim York, Lancaster Economic Development Corp.          | YES |
|    | a. Paul Heindel, SCORE                                     | YES |
|    | b. Harry Brodock, SCORE                                    | YES |
|    | c. Mike Hughes, Hughes Electronic Commerce                 | YES |
|    | 2. Jeff Veselenak, Air Force Research Laboratory           | YES |
|    | a. Howard Brooks, Antelope Valley Board of Trade           | YES |
|    | b. Steve Robbins, Thiokol Corporation                      | YES |
|    | c. Lou Hickok, Sverdrup Technology                         | NO  |
|    | 3. Lynn Ramsey, LARTA                                      | YES |
|    | a. Mike Metty, IVW 2000                                    | NO  |
|    | b. Daniel Morales, Valley EDC, Inc.                        | YES |
|    | c. Sharon Merino, small Business Consulting Agency         | YES |
|    | 1. Ann Newman, AKB Enterprises                             | NO  |
|    | d. Dominic Pilato, Minority Business opportunity Committee | NO  |
|    | 1. Bill Bowman, AKB Enterprises                            | NO  |
|    | e. Chuck Oaks, Orange County Business Council              | YES |
|    | f. Charles Miles, LA Dept of Public Works                  | NO  |
|    | g. Judy Vaughn   | NO  |
|    | 4. Joan Carvell  | YES |
|    | a. William Chancy, Revere Metal Fabrications               | NO  |
|    | b. Wendy Reed, Advan-Edge                                  | YES |
|    | c. Leonard Watts, Aero Bending Company                     | NO  |
|    | d. Charles Lim, American Toolcraft                         | NO  |
|    | e. Bill Bloomer, National Metal Stampings, Inc             | NO  |
|    | f. Jerry Wolfe, CMTC Supplier Development                  | YES |
|    | g. Kathleen Allen, ECRC                                    | YES |
|    | 5. Efrain Gonzalez   | NO  |
|    | a. Martin Billips, TBC Engineering, In                     | NO  |
|    | b. Inderjit Sabherwal, AER Labs, Inc                       | YES |
|    | c. Janak Sabherwal, AER Labs, Inc                          | YES |
|    | d. Michael Napal, Globus, Inc                              | YES |

e. Richard Bang, Good One, Inc

YES

**Last Minute Attendees:**

1. Carey Harrington, Harrington International
2. Michael, Good One, Inc
3. Constantine Pinon, USC BEN

YES

YES

YES

**EVALUATION**  
**ENHANCE YOUR BUSINESS IN THE NEW MILLENNIUM**  
**Lancaster, California**  
**December 12, 1997**

**Please complete this evaluation form progressively throughout the workshop**

**How do you rate the following presentations?**

	Not Useful	Somewhat Useful	Very Useful
1. <i>How to do Business with NASA</i> -Robert Medina, NASA Dryden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. <i>Improving Business Through Technology Transfer</i> -Rob Dabney, NASA Far West Regional Technology Transfer Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. <i>Technical Assistance for Small Business</i> -Bill Powers, Center for Applied Competitive Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. <i>Antelope Valley Regional Partnerships, Entrepreneurial Partnership Program</i> -Jim York, Lancaster Economic Development Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. <i>Working Together: The Western Mojave Technology Consortium</i> -Jeff Veselenak, Air Force Research Laboratory, Propulsion Directorate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. <i>LARTA's Resources &amp; Funding Opportunities with Cal tip</i> -Rohit Shukla, Los Angeles Regional Technology Alliance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. <i>CMTC's Services and How it Benefits You</i> -Joan Carvell, California Manufacturing and Technology Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. <i>Developing an Effective Business Plan &amp; BEN Services</i> -Efrain Gonzalez, USC Business Expansion Network Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Questions**

1. Would you be interested in attending another seminar?  
 On what subjects? \_\_\_\_\_

YES

NO

2. Please nominate organizations or businesses you think our workshop could benefit:

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3. What presence do you currently have on the Internet? (check all that apply)

☐ Email      ☐ Business      ☐ Buying  
☐ Research      ☐ Leisure      ☐ Other (please specify) \_\_\_\_\_

4. Do you have a website for the organization or business you represent? YES NO  
What is the URL? \_\_\_\_\_

5. Do your customers have Internet access and/or email? YES NO

6. How do you feel this workshop will impact your business community?

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7. For additional comments/suggestions, please email [lransley@larta.org](mailto:lransley@larta.org) or view our **ENHANCE YOUR BUSINESS IN THE NEW MILLENNIUM** website at <http://www.usc.edu/dept/NASA/procurement>

**Thank You**

**Evaluation**  
**(Internal)**  
**Enhance Your Business in the New Millenium**  
**Lancaster, CA**  
**Friday, December 12, 1997**

**Attendance**

**Participants: 18**  
**Speakers: 7**  
**Total Attended: 25**

**Invitations**

**Invited: 32**  
**RSVP: 17**  
**Attended: 18**

**Time**

**Scheduled: 10:00 AM-2:00 PM**  
**Actual: 11:30 AM-3:30 PM**

**Total Cost**

**Including lunch, rentals, service, etc...**  
**(see budget for breakdown of costs)**  
**Total Cost: \$489.95**

**Summary:**

**Technical problems pushed the start time of the presentations to 11:30am. (Robert Medina had difficulty getting the computer on line due to faulty phone lines at Essex House)**

**Each presentation lasted for approx. 15-20 minutes.**

**So far, positive feedback from participants. Awaiting formal evaluations from participants and speakers.**

**Comments and Suggestions**  
**By the Participants**  
*Enhance Your Business in the New Millenium*  
Lancaster, CA  
Friday, December 12, 1997

**Questions:**

1. What did you find beneficial and/or most impressive?
2. What did you find disappointing or unhelpful?
3. Have you been able to use any of the opportunities presented to you in the workshop?
4. Do you have any suggestions or recommendations for improvement?
5. Can you recommend business owners or organizations you feel will benefit from workshops similar to this one in the Los Angeles and Orange County regions?
6. Additional feedback or comments?

**Harry Brodock, SCORE**

1. The collaboration of all the different people there and their recommendations was most helpful.
2. The workshop was a "victim of circumstance". The technical problems that delayed the workshop was disappointing. Also the screen needed to be placed higher for better visibility. There was too much information presented.
3. He has downloaded files that were sent to him by one of the participants/presenters.
4. Next time, send an advance team to check the environment and to make sure the equipment works.
5. Natalie Orta, Los Angeles SCORE (818)552-3291  
Wilma Berglend, North LA Small Business Development Center, (818)907-9922

**Wendy Reed, Advan-Edge**

1. Learning of the capabilities for joint civilian and military collaboration.
2. Technical troubles and the low turnout were disappointing.
3. She has not yet been able to get in touch with others because of the holidays.
4. Next time, schedule as longer event or shorten the presentations so that everyone will be able to stay for the duration. Also, if there was more publicity in the local press about this event, more people would have come and more would have benefited. Let the Chamber of Commerce know so that they can publicize in their newsletters.
5. No nominations.
6. Wendy has a column in the bi-monthly entrepreneurial magazine, Antelope Valley Focus. She will be writing an article about this event because she feels that this is the most significant event that has occurred recently. She feels it will be helpful to her readers.

**Charles Miles, LA Dept of Public Works**

2. It was too long and too much information. Some of the presenters talked about who they were instead of what they can do for you.

**Tom Anderson, Spaceage Control**

1. He found USC BEN to be most useful.
2. It was too crowded when he arrived (late) so he left. Tom had sent John Gates in place of him.
6. He would like the literature and handouts sent to him.

**Paul Heindel, SCORE**

1. He found the information presented to be most useful.
2. He found Robert Medina's presentation to be uninformative and repetitive.
3. USC BEN's presentation was useful to him and has used that information.
5. Michael Caress, CITD, 5700 Ralston, Suite 310, Ventura, CA 93003, (805)644-9981. Fax-(805)658-2252.  
James Charlton, Attorney, Palmdale, CA.  
Wilma Bergland, ESDC (818)907-9922  
Latisha Wilson, Hispanic Chamber of Commerce, Palmdale, (805)538-0295
6. He wants to attend the future workshops.

**Mike Hughes, Hughes Electronic Commerce**

1. The handouts were useful.
2. The presentations lacked new information. It was not useful. It was common sense stuff.
4. Next time, have the presenters get to the point and be less general. More specific.

**Sharon Merino, Small Business Consulting Agency**

1. She benefited from meeting with the people there.
2. The location was too far and she had heard these presentations already. Redundant.
3. She has already been using NASA online and finds it good.
5. Richard Mendosa, GSA

**Inderjit Sabherwal, AER Labs, Inc.**

1. The information was most beneficial. He didn't know access was so easy. He made good contacts. The presentation about the business plans was most helpful to him.
2. He did not find the presentation about NASA useful. It was unrelated and out of place.
3. He is interested in submitting proposals for R&D and establishing relationships with the people there.

**Daniel Morales, Valley EDC**

1. The speakers were of high caliber.
2. The location was the drawback.
3. He hasn't been able to use the information presented because he and others have been on vacation. But he will.

4. Next time, speakers should be more specific. Have the speakers and participants exchange business cards, emails, etc.

**Richard Bang, Good One, Inc.**

1. The programs to assist small business entrepreneurs was most useful.
2. Nothing.
3. He plans on using the information about how to get money from the city.
6. He wants to attend the Orange County workshop.

**Carey Harrington, Harrington International**

1. The presentation on tech transfer was validating and affirming. She was affirmed that the knowledge she knows now is correct. The networking was also beneficial.
2. Nothing
3. He made good contacts with others.
6. She wants to attend more workshops.



**To:** «Title». «FirstName» «LastName», «Company»  
**Fax:** «FaxNumber»  
**From:** Lynn Ramsey, Los Angeles Regional Technology Alliance  
**Date:** November 11, 1997  
**Subject:** **Lancaster Event on December 12, 1997**

Thank you in advance, for participating in LARTA's Enhance Your Business in the New Millenium workshop in **Lancaster**. We appreciate the time and effort you have set aside for this exciting and innovative learning opportunity for small businesses. Your knowledge and experience is vital in the success of this program and will greatly benefit the companies in the Lancaster region.

We would also like to take this time to inform you of the time and location of the Economic Development Online workshop event. Please mark your calendars for **Friday, December 12, 1997** from 10:00 AM to 2:00 PM. Please note that we have changed the time to allow you more flexibility in your morning commute. You will also be our guest for lunch immediately following the presentations. The workshop will be held at the **Essex House at 44916 North 10<sup>th</sup> Street West, Lancaster, CA 93534**. A revised draft of the agenda and flyer are enclosed.

At this time, we ask each of you to nominate 3 organizations or businesses you feel will benefit most from our workshop. Please send us their contact information either to the fax number or email address below.

If you have not done so already, please **fax** the title of your presentation, a one line description and a short synopsis of your presentation to me at (213) 747-7307. If you have an email and website address, please provide that information as well.

If there are any questions, please contact LARTA by phone at (213) 743-4150 or email me at [lramsey@larta.org](mailto:lramsey@larta.org).

Thank you again,

**LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE**

Lynn Ramsey  
Director of Operations

December 17, 1997

«Title». «FirstName» «LastName»  
«Company»  
«Address1»  
«Address2»  
«City», «State» «PostalCode»

Dear «FirstName»,

**Enhance Your Business in the New Millenium** successfully took place on Friday, December 12, 1997 in Lancaster, CA. This proved to be an excellent opportunity for local organizations and businesses to reinforce regional networking while learning new and innovative ways of enhancing themselves.

For those of you who were able to attend, thank you and we hope you found this event to be beneficial and informative. Your presence in teaming up with other experts in various fields is vital in strengthening your business/organization as well as others. We hope you will consider the many events we are planning in the near future. For those who were unable to attend, you missed an excellent opportunity to gain knowledge that you may not learn elsewhere. However, there will be workshops similar to the one in Lancaster, in the Los Angeles and Orange County regions.

To ensure the future benefits to companies and organizations like yourself, please nominate companies or organizations in the Los Angeles and Orange County regions that you feel will gain from our workshops. Please send us their name, business/organization, address, phone, fax, email address and the location of the workshop they would be interested in receiving information on.

To better prepare for future events, we ask those of you who attended, to please give us your feedback on the **Enhance Your Business in the New Millenium** workshop. It is a way for us to gage whether or not our efforts to help you are on target. You can either *fax* us your input to (213) 747-7307 or *email* it to [vting@scf.usc.edu](mailto:vting@scf.usc.edu). We are open to and appreciate any comments you can provide.

Thank you again for allowing us the opportunity to help you learn more about enhancing your business in the new millenium. We hope that we can work together with you again.

Best regards,  
LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE

Lynn Ramsey  
Director of Operations

**TO:** *Enhance Your Business in the New Millenium* attendees  
**FROM:** Lynn Ramsey, Los Angeles Regional Technology Alliance  
**DATE:** February 5, 1998  
**SUBJECT:** Evaluation forms

Please take a few minutes to complete this evaluation form about the workshop you attended on December 12, 1997 in Lancaster, California.

Your comments and suggestions will aid us in providing the best service to the business owners and advisors that will be attending our next workshop in Los Angeles on March 30, 1998.

Please return it to us either by mail or fax at (213) 747-7307. This evaluation should take not longer than 5 minutes to complete.

Thank you for your assistance,

Lynn Ramsey  
LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE

**Enhance Your Business in the New Millenium  
Essex House, Lancaster One  
Lancaster, CA  
December 12, 1997**

**Banquet Room: Lancaster One**

- Classroom setup
- Banquet tables (6 foot x 30 inches)
- Presentation table and podium with microphone
- Screen (no charge)
- Computer access with phone line
- Water station with 2 pots of coffee and 3 dozen assorted cookies

**Time Schedule (8:30 AM – 3:00 PM)**

- 8:30 AM setup
- 9:30 AM participants arrive
- 10:00 AM presentations begin
- 12:30 PM Lunch
- 2:00 PM workshop concludes
- 3:00 PM room reservation end

**Lunch Menu**

- Luncheon Buffet, Selection 1
- One entrée-Chicken Teriyaki
- One potato-Au Gratin Potatoes
- One vegetable-Glazed Carrots
- Three salads:
  - Fresh Fruit of the Season
  - Green Salad with House Dressing
  - Pasta Salad
- Coffee, Tea and Iced Tea served with Lunch
- Rolls and Butter served with Lunch

**Enhance Your Business in the New Millenium**  
**Essex House, Lancaster One**  
**Lancaster, CA**  
**12-Dec-97**

<u>Item</u>	<u>Quantity</u>	<u>Unit Price</u>	<u>Sub Total</u>
Luncheon Buffet, Selection 1	30	\$ 10.95	\$ 328.50
Coffee(pot)--morning	2	\$ 7.00	\$ 14.00
Assorted Cookies (dozen)	3	\$ 8.20	\$ 24.60
			<u>\$ 367.10</u>
Gratuity	x17%		\$ 62.41
			<u>\$ 429.51</u>
Tax	x8.25%		\$ 35.44
Sub total			<u>\$ 464.95</u>
Overhead Projector rental	1	\$ 25.00	\$ 25.00
Total Cost			<u>\$ 489.95</u>

\* No room charge or setup fees

**Enhance Your Business in the New Millenium  
Essex House, Lancaster One  
Lancaster, CA  
December 12, 1997**

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# Appendix C

## **Contents**

### **Orange County**

- A. Agenda
- B. Flyer
- C. Speakers
- D. Invitations
- E. Invites/RSVP
- F. Evaluations
  - 1. Master copy
  - 2. Summary of Evaluations



# **AGENDA**

**Enhance Your Business in the New Millenium  
*Electronic Commerce Technologies, Commercialization and Leveraging  
Regional Economic Development Resources*  
JAMBOREE CONFERENCE CENTER  
ORANGE COUNTY, CALIFORNIA  
Thursday, February 5, 1998  
7:30AM --- 12:30 PM**

- |       |  |
|-------|--|
| 07:30 | Breakfast  |
| 08:15 | Introductions<br>-Orange County Business Council   |
| 08:30 | <i>How to do Business with NASA</i><br>-Robert Medina, NASA Dryden   |
| 09:40 | <i>Improving Business Through Technology Transfer</i><br>-Rob Dabney, NASA Far West Regional Technology Transfer Center  |
| 10:10 | Break  |
| 10:35 | <i>California Technology Investment Partnership Program</i><br>-Rohit Shukla, Los Angeles Regional Technology Alliance   |
| 11:00 | <i>Small Business Innovative Research (SBIR) Funding Opportunities</i><br>-Marie Talnack, Talnack & Associates   |
| 11:30 | <i>Electronic Commerce Tools for Success-A Seven Point Strategy</i><br>-Kathleen Allen, Oakland Electronic Commerce Resource Center  |
| 12:05 | <i>Electronic Commerce Resources Network</i><br>• <i>Small Business Innovative Research (SBIR)</i><br>• <i>PRISSM</i><br>• <i>California Manufacturing and Technology Center (CMTC)</i><br>• <i>Los Angeles, San Diego, Bay Area Regional Technology Alliance</i><br>• <i>Minority Business Opportunity Committee (MBOC)</i><br>-Lynn Ramsey, Los Angeles Regional Technology Alliance, PRISSM |
| 12:15 | <i>Summary and Evaluations</i><br>-Vanessa Ting, NASA Far West Regional Technology Transfer Center   |
| 12:30 | Conclusion   |



## **Enhance Your Business in the New Millenium**

**Electronic Commerce Technologies, Commercialization and Leveraging  
Regional Economic Development Resources**

***Featuring*  
"How to Do Business with NASA"**

---

### **Workshop Location**

**ORANGE COUNTY\*  
Thursday, February 5, 1998  
7:30 AM – 12:30 PM**

Hosted by the **Orange County Business Council**

\*There is also a workshop planned for the **Los Angeles Region**

### **OBJECTIVE**

To directly assist economic developing companies in the creation of business networks, the identification of funding opportunities and the retention and expansion of the overall technology base for the region through online resources.

### **What "Enhance Your Business in the New Millenium" Offers**

This workshop was created out of the need for greater awareness of online opportunities as "Electronic Commerce" spreads throughout the business world. This workshop can help you realize the potential for expanding business through the use of electronic commerce and economic development resources. Further, in attending this workshop you can:

- *Develop* your markets with **NASA Procurement opportunities**
- *Learn* about thousands of business opportunities that are accessible through the Internet
- *Inquire* about how to find funding through **SBIR, SBA programs and California Technology Investment Partnership Program**
- *Create* custom-tailored searches of business opportunities in nearly every branch of government
- *Discover* on-line business communities that can link you to a wealth of resources and business opportunities
- *Obtain* the technical assistance/resources available from government and educational organizations and economic development service providers in your region

### **Participating Sponsors**

NASA DRYDEN Flight Research Center  
Orange County Business Council  
NASA Far West Regional Technology Transfer Center (Far West RTTC)  
Los Angeles Regional Technology Alliance (LARTA)  
EC<sup>2</sup> The Annenberg Incubator Project  
Electronic Commerce Resource Center (ECRC)  
Air Force Research Laboratory, Propulsion Directorate

For more information online: <http://www.usc.edu/dept/NASA/procurement>

**LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE**

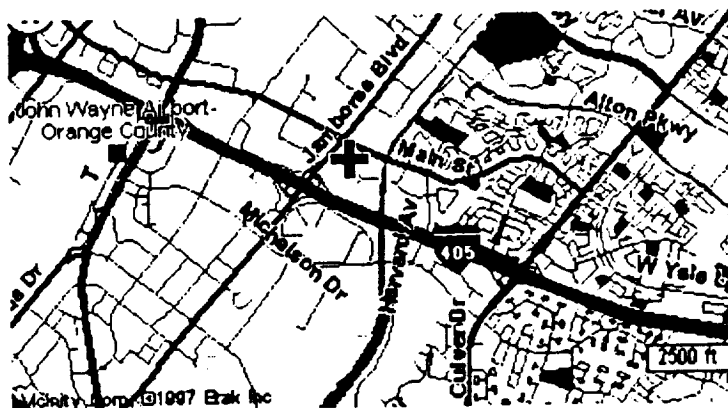
745 West Adams Boulevard, Los Angeles, California 90089-7727

## Locations/Directions

### ORANGE COUNTY

**Thursday, February 5, 1998**  
**7:30 AM - 12:30 PM**  
**Orange County Business Council**  
**Jamboree Conference Center**  
**2 Park Plaza Building, Suite 100**  
**Irvine, California**  
**(714) 476-2242**

**Directions:**  
Southbound on the *San Diego Freeway (405)*  
Exit on Jamboree and go east,  
Right turn on Main Street,  
Make the first Right turn into parking structure.  
The conference center is through the glass doors  
located in the courtyard.



### Registration Information

**PLEASE RSVP BY UTILIZING ONE OF THE FOLLOWING METHODS IMMEDIATELY  
(NO LATER THAN 1/26/98)**

Fax: (213) 747-7307

Phone: (213) 743-4267

**Please fill out the following information and fax to Sharon Cash:**

---

### **Registration for Enhance Your Business in the New Millenium Workshops**

#### **ORANGE COUNTY**

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Email Address \_\_\_\_\_

Number Attending \_\_\_\_\_

Online: <http://www.usc.edu/dept/NASA/procurement>

## Speakers

Charles Oaks  
Orange County Business Council  
2 Park Plaza, Suite 100  
Irvine, CA. 92614  
714-476-2242  
714-476-0763 FAX  
805-581-2747 Home/Office  
805-578-9049 Home/FAX  
cwoaks@aol.com

Lynn Ramsey  
Los Angeles Regional Technology Alliance  
746 West Adams Blvd.  
Los Angeles, CA 90089-7727  
213-743-4164 626-796-1866 Home/FAX  
213-749-7199 FAX lramsey586@aol.com Home  
lramsey@larta.org

Kathleen Allen  
Oakland Electronic Commerce Resource Center  
Los Angeles Area Office  
3601 Empire Ave, Burbank, CA 91505  
Phone: 818.565.5673 Fax: 818.565.5594  
www.oakland.ecrc.org / allen@nia.org

Marie Talnack  
Talnack & Associates  
14211 Yorba Linda Blvd.  
Tustin, CA 92680  
714-731-4146  
714-838-2867 FAX

Edward Doyle  
Orange County Business Council  
2 Park Plaza, Suite 100  
Irvine, CA. 92614  
714-476-2242  
714-476-0763 FAX  
edoyle@aol.com

Rob Dabney  
Far West RTTC  
3716 South Hope Street  
Suite 200  
Los Angeles, CA 90007-4344  
213-743-1813  
213-746-9043 FAX  
dabney@usc.edu

Rohit Shukla  
LARTA  
746 W. Adams Blvd  
Los Angeles, CA 90089-7725  
213-743-2344  
213-747-7307 FAX  
rshukla@larta.org

Robert Medina  
NASA Dryden  
PO Box 273  
Edwards, CA 93523-0273  
805-258-2292 FAX  
805-258-3343  
robert.medina@dfrc.nasa.gov

**You are cordially invited to attend *Enhance Your Business in the New  
Millenium***

**TO:        «Title» «FirstName» «LastName», «Company»**

**DATE:     Thursday, February 5, 1998**

**TIME:     7:30 AM – 12:30 PM**

**PLACE:    Orange County Business Council  
             Irvine, California**

**~Breakfast will be served~**

**Please RSVP immediately (no later than 1/26/98) to Sharon Cash at (213)743-4267**  
**Space is limited. The first 30 to RSVP will be accepted.**

<b>See Attached Flyer For Directions</b>
--

**RSVP LIST**  
**ENHANCE YOUR BUSINESS IN THE NEW MILLENIUM**  
**ORANGE COUNTY**  
**FEBRUARY 5, 1998**

23 invitees  
As of February 4, 1998

1. Natalie Orta Ms., US Law Business Administration	NO
2. Wilma Berglend Ms., North Los Angeles Small Business Development Center	NO
3. Paul Heindel Mr., SCORE	NO
4. Richard Bang Mr., Good One Inc	YES
5. Michael Noh, Good One, Inc.	YES
6. Carey Harrington Ms., Harrington International	NO
7. President, Logic Extension Resources	NO
8. President, Mindrum Precision Products, Inc.	NO
9. President, Satellite Power Corporation	NO
10. President, Sierra Precision, Inc.	NO
11. President, Advanced Management Solutions, Inc.	NO
12. President, Omni Vision	NO
13. Gopal D. Chaturvedi, A.G. Industry	YES
a. Dennis Cox, A. G. Industry	YES
14. President, Amcast Precision	NO
15. President, Arlon Material for Electronics, Inc	NO
16. President, Atco Technology, Inc	NO
17. President, Chilson's Management Controls, Inc	NO
18. President, Delta Perspective, Inc.	NO
19. President, Dresselhaus Computer Products	NO
20. President, Flanges, Inc	NO
21. President, General Micro Systems, Inc.	NO
22. President, Gentex Corp./Western Operations	NO
23. President, Intertrace Technology, Inc.	NO
24. President, The Jack Daniel Co.	NO
25. President, Micro Controls International	NO
26. President, Monitor Dynamics, Inc.	NO
27. President, Pacer Technology	NO
28. President, Printed Circuits Unlimited Corp.	NO
29. President, Promate Systems, Inc.	NO
30. President, Rancho Technology, Inc.	NO
31. President, Rolock of California	NO
32. President, Substance Abuse Technologies, Inc.	NO
33. President, Surg/Assist, Inc	NO
34. President, US Drug Testing, Inc.	NO
35. President, Climet Instruments Co.	NO
36. President, Compro West	NO
37. President, Computer Accounting Solutions	NO
38. President, Converse Consultants Inland Empire	NO
39. President, Donor Automation, Inc.	NO
40. President, Environmental Systems Research Institute, Inc.	NO
41. President, Young Minds, Inc.	NO
42. President, Astralite Corp.	NO
43. President, COX Recorders	NO
44. President, MACE Products	NO
45. President, New Bedford Panoramex Corp.	NO
46. President, Space Glass, Inc.	NO
47. President, Tedeum	NO
48. President, Test Connections, Inc.	NO
49. President, Tracy Electronics	NO
50. President, UVP, Inc	NO
51. President, Zurn Industries, Inc./Advanco Contractors Division	NO
52. Don Anderson, City of Westminster ED	NO

**RSVP LIST**  
**ENHANCE YOUR BUSINESS IN THE NEW MILLENNIUM**  
**ORANGE COUNTY**  
**FEBRUARY 5, 1998**

53. Mark Asturias , City of Garden Grove ED	YES
a. John Bushman, City of Garden Grove ED	YES
54. Lou Banas , GTE Calif. Inc.	NO
55. Jeanne Barnes , Brokers Realty	NO
56. Gary Beck., The Beck Company	NO
57. Lydia Beltran , California Trade and Commerce Agency	NO
58. Bonnie Birch , Santa Ana ED	NO
59. Jim Bowling , Ernst & Young	NO
60. John Bushman , Garden Grove ED	NO
61. Joyce Cathcart , Xerox Corporation	NO
62. Victoria Cleary, Orange ED	NO
63. Jeff Cole, Tooley and Company	NO
64. Doug Brown, Benchmark Publishing	NO
65. Tom Fishcher, Merrill Lynch	NO
66. Gay Forbes, Anaheim ED	NO
67. Paul Freeman, C.J. Segerstrom and Sons	NO
68. Kim Gilpin, Steelcase	NO
69. Terry Goldfarb-Lee, Deloitte & Touche LLP	NO
70. David Gottlieb, City of Tustin	NO
71. Russ Hall, California Trade and Commerce Agency	NO
72. (Chuck Manley) <sup>1</sup> , California Trade and Commerce Agency	YES
73. Danian Hopp, Orange County Permit Assistance Center	NO
74. Jim Lamb, Huntington Beach ED	YES
75. Larry Larsen, Irvine ED	NO
76. Jeanne Malmo, Deloitte & Touche LLP	NO
77. Vicki Mathews, John Wayne Airport	NO
78. Bruce May, Stadling, Yocca, Carlson & Rauth	NO
79. Dick McDowell, Chapman University	YES
80. Don McNutt, The Irvine Company	NO
81. Doug Myers, Coopers & Lybrand	NO
82. Mitch Pratt, The Gas Company	NO
83. Christine Rodriguez, Rockwell	NO
84. Michael Ruane, County of Orange	NO
85. Clint Sherrod, City of Mission Viejo ED	NO
86. David Shiffman, Canon Business Machines	NO
87. Mark Taylor, Southern California Edison	NO
88. Nancy Wheatley, County Sanitation	NO
89. Sharon Wood, Newport Beach ED	NO
90. Deborah Slayton, Small Business Development Center	YES
91. Patty Mostler, IEEP	NO
92. Steven Anapoel, Drosman, Anapoell, Lapin & Salis, LLP	NO
93. Scott Appel, Hein & Associates	NO
94. Philip Beaudoin, American Electronics Association	NO
95. Gerald Boylan, Boylan Group	NO
96. Michael Brinda, New Horizons	NO
97. Harvey Brody, Delshar Industries	NO
98. Robert Calcaaterra, Arizona Technology Incubator	NO
99. Jack Callahan, The Blue line Agency	YES
100. Edward Carels, MIT, Ltd.	NO
101. Naresh Chadka, Telecom Solutions, Inc.	YES
102. Timothy Cooley, OCBC	NO
103. Martin Cooper	NO
104. Christopher Copps, Hambrecht & Quist, LLC	NO

<sup>1</sup> Not invited, yet submitted an RSVP

**RSVP LIST**  
**ENHANCE YOUR BUSINESS IN THE NEW MILLENIUM**  
**ORANGE COUNTY**  
**FEBRUARY 5, 1998**

105. Mimi Constantinou, Hamilton, Rabinovitz & Alschuler, Inc.	NO
106. Kenneth Deemer, InterVan Partners	NO
107. Jay De Long, OCBC	NO
108. Ed Doyle, Questor-Avante	YES
109. Joseph Freire	NO
110. Jerry Frey, Development Resource Consultants	NO
111. William Gay, McIntyre Borges & Burns, LLP	YES
112. David Gentry	NO
113. Val Giannini, Newcap Partners	NO
114. Bill Griffin,	NO
115. George Gustavson	YES
116. Patrick Hansen, St Joseph Health System	NO
117. Bart Hess, Irvine Business Resources, Inc	YES
118. Robert Hovee, RAH Consulting Group, Inc.	NO
119. Ting Hui, VPC Communications	NO
120. Tony Hsu, Tate Technology Investments	NO
121. Bernie Jeltermar, Strategic Frameworks, Inc.	NO
122. Charles Johnson, Leven John Consultants	NO
123. Michael Kucha,	NO
124. Robert Kyle, Gajek Kyle	NO
125. Martin Lambert, JML Investments	YES
126. Robert Machen, Strategic Management & Marketing Services	NO
127. Anil Malhotra, FC Marketing, Inc.	NO
128. Roger Marcussen, Chapman University	YES
129. Dean McCormick III, McCormick & Company	NO
130. John McNaughton,	NO
131. Fritz Mehrtens, Management Enterprises International	YES
132. Patrick Melia, Melia Enterprises	NO
133. Ruth Mijuskovic, Jackson, DeMarco & Peckenpaugh	NO
134. William Mitchell, Interstate Specialty Marketing, Inc.	NO
135. Charles Newman, Newman Associates	NO
136. Keith Offel, Money Concepts	NO
137. Ron Peters,	NO
138. Howard Potter, Financial Services	NO
139. Mitchell Pratt, The Gas Company	NO
140. Shirley Quackenbush, Hambrecht & Quist, LLC	NO
141. Mark Ramsaier,	NO
142. Michael Ridley, Arter & Hadden	NO
143. Sue Robinson, National Management	NO
144. Robert Ronstadt,	NO
145. Joseph Rosener, Jr., VentureLink	NO
146. Del Ross, The Camtec Group	NO
147. Doug Russo,	NO
148. Adam Salis, Drosman, Anapoell, Lapin & Salis	NO
149. Michael Sayer, Sayer & Associates	NO
150. Russell Seely, Your Board of Advisors	YES
151. Frank Singer, TRIG II	NO
152. James Sirkin, James C Sirkin & Associates	NO
153. Sam Stone, Lyons & Lyons	NO
154. Steve Sullivan,	NO
155. John Taussig,	NO
156. Robert Thompson, Cash Flow Enterprises Corp.	NO
157. Luis Villalobos, Consulting Services	NO
158. Christopher Warren-Smith,	YES
159. M.L. Warrick, Warrick & Associates	NO



**RSVP LIST**  
**ENHANCE YOUR BUSINESS IN THE NEW MILLENNIUM**  
**ORANGE COUNTY**  
**FEBRUARY 5, 1998**

160. Bert Weinstein, OCBC	YES
161. Norman Wolfe, Select University Technologies, Inc.	NO
162. Nelson Zagalsky,	NO
163. Sol Zechter,	NO
164. Ray Thompson, Coast Community College District	NO
165. Hal Walbrink, Winetix, Inc.	YES

**EVALUATION**  
**ENHANCE YOUR BUSINESS IN THE NEW MILLENNIUM**  
**Orange County, California**  
**February 5, 1998**

Please complete this evaluation form progressively throughout the workshop

**How do you rate the following presentations?**

	Not Useful	Somewhat Useful	Very Useful
1. <i>How to do Business with NASA</i> -Robert Medina, NASA Dryden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. <i>Improving Business Through Technology Transfer</i> -Rob Dabney, NASA Far West Regional Technology Transfer Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. <i>California Technology Investment Partnership Program</i> -Rohit Shukla, Los Angeles Regional Technology Alliance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. <i>Small Business Innovative Research (SBIR) Funding Opportunities</i> -Marie Talnack, Talnack & Associates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. <i>Electronic Commerce Tools for Success -A Seven Point Strategy</i> -Kathleen Allen, Oakland Electronic Commerce Resource Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. <i>Electronic Commerce Resources Network</i> •Small Business Innovative Research (SBIR) •California Manufacturing and Technology Center (CMTC) •Los Angeles, San Diego, Bay Area Regional Technology Alliance •Minority Business Opportunity Committee (MBOC) -Lynn Ramsey, Los Angeles Regional Technology Alliance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Questions**

1. Would you be interested in attending another seminar?      YES      NO  
 On what subjects? \_\_\_\_\_
2. Please nominate organizations or businesses you think our workshop could benefit:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

3. What presence do you currently have on the Internet? (check all that apply)

☐ Email      ☐ Business      ☐ Buying  
☐ Research      ☐ Leisure      ☐ Other (please specify) \_\_\_\_\_

4. Do you have a website for the organization or business you represent? YES NO  
What is the URL? \_\_\_\_\_

5. Do your customers have Internet access and/or email? YES NO

6. How do you feel this workshop will impact your business community?

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7. For additional comments/suggestions, please email [lrarnsey@larta.org](mailto:lrarnsey@larta.org) or view our **ENHANCE YOUR BUSINESS IN THE NEW MILLENIUM** website at <http://www.usc.edu/dept/NASA/procurement>

**Thank You**

**Evaluation**  
**Enhance Your Business in the New Millenium**  
**Orange County, CA**  
**February 5, 1998**

**Presentations**

**How to do Business with NASA**  
*Robert Medina, NASA Dryden*

Very Useful—70%  
Useful—30%  
Not Useful—none

**Improving Business through Technology Transfer**  
*Rob Dabney, NASA Far West RTTC*

Very Useful—50%  
Useful—50%  
Not Useful—none

**California Technology Investment Partnership Program**  
*Rohit Shukla, Los Angeles Regional Technology Alliance*

Very Useful—70%  
Useful—20%  
Not Useful—10%

**Comments:** This presentation needs to be accompanied by a handout.

**Small Business Innovative Research (SBIR) Funding Opportunities**  
*Marie Talnack, Talnack & Associates*

Very Useful—75%  
Useful—12.5%  
Not Useful—12.5%

**Comments:** The presenter was selling herself too much.

**Electronic Commerce Tools for Success-A Seven Point Strategy**  
*Kathleen Allen, Oakland Electronic Commerce Resource Center*

Very Useful—43%  
Useful—43%  
Not Useful—14%

**Comments:** The presenter needs to speak louder.

**Electronic Commerce Resources Network**  
*Lynn Ramsey, Los Angeles Regional Technology Alliance*

Very Useful—100%  
Useful—none  
Not Useful—none

## **Interest**

Would you be interested in attending another seminar?  
YES-100%

### **Which subjects?**

- Technology Transfer
- CALTIP
- SBIR
- The macro process of doing business with government
- Financing/Investment Partnerships
- Early stage company investment and resources
- Commercialization

## **Presence on Internet**

Email—100%  
Research—30%  
Business—80%  
Leisure—10%  
Buying—none  
Other—10% World Wide Web information and links

### **Participants with web sites for their business:**

YES—50%  
In process of creating a web site—10%

[www.mcilaw.com](http://www.mcilaw.com)  
[www.goodone.com](http://www.goodone.com)  
[www.ci.garden-grove.gov](http://www.ci.garden-grove.gov)  
[www.locate.org](http://www.locate.org)  
[www.rccd.resources.com](http://www.rccd.resources.com)

### **Participants with customers who have Internet Access and/or email:**

YES—80%

## **Overall Comments and Suggestions**

“Next time start the workshop with Rohit Shukla”

“Good workshop-very helpful to businesses in Orange County”

“Very informative useful pieces of data collected at this seminar”

### **Foreseeable impact on the business community:**

- Increase awareness of the need to do business and have access to the Internet, particularly when doing business with the government.
- It will impact community positively, if leveraged out from the few attendees to the many businesses.
- Enhance the government image of doing business with small businesses, minorities, etc.



# Appendix D

## **Contents**

### **Compton**

- A. Agenda
- B. Flyer
- C. Speakers
- D. Invitations
- E. Invites/RSVP
- F. Attendance
- G. Evaluations
  - 1. Master copy
  - 2. Summary of Evaluations
- H. Working papers

# **AGENDA**

**Enhance Your Business in the New Millennium**  
***Electronic Commerce Technologies, Commercialization and Leveraging Regional Economic Development Resources***

**MARTIN LUTHER KING JR. TRANSIT CENTER**  
**CITY OF COMPTON Outreach**

**Monday, March 30, 1998**

**8:00 AM — 1:00 PM**

- 08:00      Pancake Breakfast and Networking
- 08:30      Introductions  
*Advanced Network Technologies*  
-Ken Dozier, Executive Director, NASA Far West Regional Technology Transfer Center
- 08:45      ***Keynote Speaker***  
*Benefits of Learning Centers Technology and Commercialization Commerce*  
- Mr. Lee Duke, Chief of Technology and Commercialization Directorate, NASA Dryden
- 09:00      *How to do Business with NASA Buying Centers*  
-Robert Medina, NASA Dryden
- 09:45      *Improving Business Outcomes Through Technology Transfer*  
-Rob Dabney, NASA Far West Regional Technology Transfer Center
- 10:15      *California Technology Investment Partnership Program & Next Upcoming CALtip Funding Workshops*  
-Rohit Shukla, Los Angeles Regional Technology Alliance
- 10:45      *Small Business Innovative Research (SBIR) Funding Mechanisms*  
Marie Talnack, Talnack & Associates
- 11:15      *Benefits of Using the Business Assistance Center & Funding and Incentive Program*  
-Vladmir Jefferson, City of Compton, Business Assistance Center  
*Televillage Learning Center*  
-Krishna Tabor, Facilities Director, City of Compton, Televillage Center
- 11:45      *Electronic Commerce Tools for Success-A Seven Point Strategy*  
-Anne Maria Hardeman, California Electronic Commerce Resource Center
- 12:15      *Online Resources, Procurement and Manufacturing Opportunities*  
-Dominic Pilato, Marketing Manager, MBOC, City of Los Angeles  
-Charles Miles, Office of Small Business, Los Angeles County  
-Dina Lane, California Manufacturing Technology Center
- 12:45      Summary and Evaluations  
Networking and Conclusion  
-Vanessa Ting, NASA Far West Regional Technology Transfer Center

Workshop Facilitator: Lynn Ramsey, LARTA



# **Enhance Your Business in the New Millennium**

**Electronic Commerce Technologies, Commercialization and Leveraging  
Regional Economic Development Resources**

***Featuring*  
"How to Do Business with NASA"**

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## **Workshop Location**

**LOS ANGELES  
Monday, March 30, 1998  
8:00 AM – 1:00 PM**

Hosted by the City of Compton, Business Assistance Center and TeleVillage, Martin Luther King Jr. Transit Center

## **OBJECTIVE**

To directly assist economic developing companies in the creation of business networks, the identification of funding opportunities and the retention and expansion of the overall technology base for the region through online resources.

## **What "Enhance Your Business in the New Millennium" Offers**

This workshop was created out of the need for greater awareness of online opportunities as "Electronic Commerce" spreads throughout the business world. This workshop can help you realize the potential for expanding business through the use of electronic commerce and economic development resources. Further, in attending this workshop you can:

- *Develop* your markets with NASA Procurement opportunities
- *Learn* about thousands of business opportunities that are accessible through the Internet
- *Inquire* about how to find funding through SBIR, SBA programs and California Technology Investment Partnership Program
- *Benefit* from learning about the Business Assistance Center Funding Program and the TeleVillage Learning Center
- *Create* custom-tailored searches of business opportunities in nearly every branch of government
- *Discover* on-line business communities that can link you to a wealth of resources and business opportunities
- *Obtain* the technical assistance/resources available from government and educational organizations and economic development service providers in your region

## **Participating Sponsors**

NASA DRYDEN Flight Research Center  
Martin Luther King Jr. Transit Center City of Compton, Business Assistance Center, TeleVillage Learning Center  
NASA Far West Regional Technology Transfer Center (Far West RTTC)  
Los Angeles Regional Technology Alliance (LARTA)  
EC<sup>2</sup> The Annenberg Incubator Project  
City of Los Angeles, Minority Business Opportunity Committee  
Orange County Business Council  
Electronic Commerce Resource Center (ECRC)  
County of Los Angeles, Office of Small Business  
Los Angeles Economic Development Corporation  
California Manufacturing Technology Center  
Talnack & Associates

For more information online: <http://www.usc.edu/dept/NASA/procurement>

### **Locations/Directions**

**LOS ANGELES**

**Monday, March 30, 1998**

**8:00 AM – 1:00 PM**

**Martin Luther King Jr. Transit Center**

**Community Hall**

310 Willowbrooks Ave.

**Compton, California**

**(310) 537-7650**

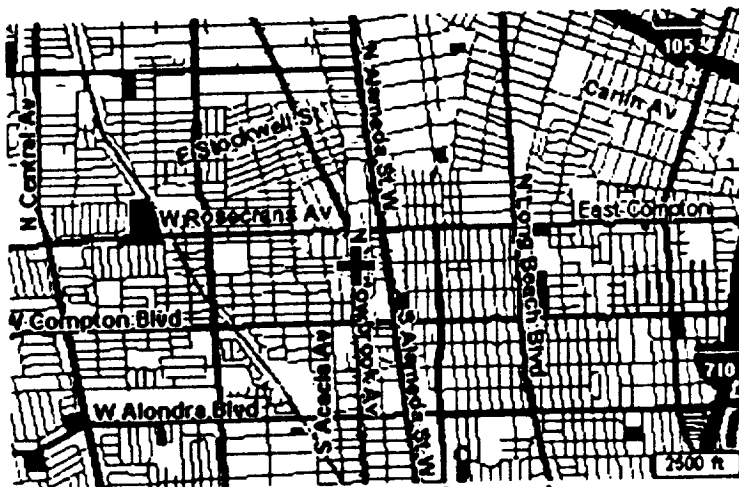
**Directions:** from Harbor Freeway (110)

**Exit Rosecrans Blvd., go East,**

Right turn on Willowbrooks Ave.,

**Martin Luther King Jr. Transit Center will be on the left hand side.**

(The *Blue Line*, a quick and easy way to commute, stops directly in front of the center and is available).



## Registration Information

**PLEASE RSVP BY UTILIZING ONE OF THE FOLLOWING METHODS IMMEDIATELY  
(NO LATER THAN 3/16/98)**

**Fax: (213) 747-7307**

**Phone: (213) 743-4267**

**Please fill out the following information and fax to Sharon Cash:**

**Registration for *Enhance Your Business in the New Millennium Workshops***

## LOS ANGELES

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

**Email Address** \_\_\_\_\_

Number Attending \_\_\_\_\_

Online: <http://www.usc.edu/dept/NASA/procurement>

## **Speakers**

**Enhance Your Business in the New Millennium  
Martin Luther King Jr. Transit Center  
Los Angeles, CA  
Monday, March 30, 1998**

**Lynn Ramsey**  
Los Angeles Regional Technology Alliance  
746 West Adams Blvd.  
Los Angeles, CA 90089-7727  
213-743-4164      626-796-1866 Home/FAX  
213-749-7199 FAX      lramsey586@aol.com Home  
lramsey@larta.org

**Rob Dabney**  
Far West RTTC  
3716 South Hope Street  
Suite 200  
Los Angeles, CA 90007-4344  
213-743-1813  
213-746-9043 FAX  
dabney@usc.edu

**Anne Maria Hardeman**  
California Electronic Commerce Resource Center  
475 19th Street #550  
Oakland, CA 94612  
Phone: 888-OAK-ECRC (toll-free)  
www.oakland.ecrc.org / hardeman@nia.org

**Rohit Shukla**  
LARTA  
746 W. Adams Blvd  
Los Angeles, CA 90089-7725  
213-743-2344  
213-747-7307 FAX  
rshukla@larta.org

**Marie Talnack**  
Talnack & Associates  
14211 Yorba Linda Blvd.  
Tustin, CA 92680  
714-731-4146  
714-838-2867 FAX

**Robert Medina**  
NASA Dryden  
PO Box 273  
Edwards, CA 93523-0273  
805-258-2292 FAX  
805-258-3343  
robert.medina@dfrc.nasa.gov

**Ken Dozier**  
Far West RTTC  
3716 South Hope Street  
Suite 200  
Los Angeles, CA 90007-4344  
213-743-2353  
213-746-9043 FAX  
dozier@usc.edu

**Mr. Lee Duke**  
NASA Dryden Flight Research Center  
P. O. Box 273, M/S: D-4839A  
Edwards, CA 93523-0273  
Phone 805-258-3802  
Fax 805-258-3566  
lee\_duke@mail.dfrc.nasa.gov

**Krishna Tabor**  
City of Compton, Blue Line Televillage  
310 North Willowbrook, Suite 5B  
Compton, CA 90221  
(310) 604-7719  
(310) 763-3870 FAX  
krishna@mail.televillage.org

**Vladmir Jefferson**  
City of Compton, Business Assistance Center  
310 North Willowbrook Ave, Suite 2B  
Compton, CA 90220  
(310) 631-1266  
(310) 631-1269 FAX

**Charles Miles**  
Office of Small Business, Los Angeles County  
900 South Fremont Ave, 12th Floor  
Alhambra, CA 91803-1331  
(626) 458-2134  
(626) 458-4194 FAX

**Domenic Pilato**  
Minority Business Opportunity Committee  
200 North Main Street  
8th Floor, City Hall East  
Los Angeles, CA 90012  
(213) 847-0849  
(213) 473-5649  
dpilato@mayor.ci.la.ca.us

**Dina Lane**  
California Manufacturing Technology Center  
13430 Hawthorne Blvd.  
Hawthorne, CA 90250  
(310) 263-3076  
(909) 931-1811 Home Office  
lane@cmtc.com

**RSVP List**  
**Enhance Your Business in the New Millennium**  
**30-Mar-98**  
**Martin Luther King Jr. Transit Center**  
**Compton, CA**

**Final as of 3/28/98: 57**  
**Speakers 13**  
**Total RSVP 70**

<b>Last Name</b>	<b>First Name</b>	<b>Company</b>	<b>Number Attending</b>	<b>RSVP Date</b>	<b>Notes</b>
Addelaal	Mohammed		1	3/18/98	w/reynoso
Allen	Barry	CBNI	1	3/18/98	
Alvarez	Connie	Housing Authority of the City of LA	1	3/18/98	revised
Amen-Ra	Melek XLU	Chemarims Federation	2	3/18/98	
Aro	Joe	South Bay Economic Development Partnership	1	3/18/98	
Banner, PhD	Ronald	Substance Abuse Foundation of Long Beach	1	3/11/98	
Baordman	C.	CBNI	1	3/18/98	
Bowman	Judith	Lemert Park Business and Arts Alliance	3	3/18/98	label diff.
Brown	James	City of Inglewood	1	3/18/98	
Bryden	Bill	CBNI	1	3/18/98	
Caivento	Lina	We-Bill-For-You	1	3/18/98	
Chan	Charlie	Charlie Chan Printing, Inc.	1	3/11/98	
Clark	Adry	C/UT PIC	1	3/18/98	
Escobar	Lou	Vernon Chamber of Commerce	1	3/18/98	
Gaines	Loretta	Kiddie-Go-Round	1	3/11/98	
Gaines	Lisa	LMG Enterprises	2	3/18/98	
Gutentag	H.	CBNI	1	3/18/98	
Hamilton	James	Home Design Group	1	3/18/98	revised
Haqq	Faris	Housing Authority of the City of LA	1	3/11/98	
Harms	William	Golden Information Technology	2	3/18/98	
Henderson	Cindy	K.I.S.S.S.	1	3/11/98	
Izanhour	Maria	Executive Stop	1	3/11/98	
Izanhour	Shane	Executive Stop	1	3/11/98	
Jordan	Betty	BJ Enterprises	1	3/18/98	
King	D. William	KAREC	1	3/18/98	

## Enhance Your Business in the New Millennium

**Compton, CA**

LastName	FirstName	Company	Address	City	St	ZIP	Phone#	Status
Allen	Barry	CBNI	4320 Campus #160	Newport Beach	CA	92660	714-969-9790	RSVP
Bautista	Joel	Telesource	205 S. Willowbrook Ave	Pontiac	MI		213-477-2389	Walk-in
Boyce	Bobby	City of Compton	1 Manchester Blvd., 7th Floor	Compton	CA	90220	310-605-5519	Walk-in
Brown	James	City Of Inglewood	8144 Sunland Blvd., #201	Inglewood	CA	90301	310-412-5290	RSVP
Chadna	Kamail	USC Business Expansion Network	3200 Wilshire Blvd. #1388	Sun Valley	CA	91352	818-394-3111	Walk-in
Cho	Daniel	Good One, Inc.	430 Madera Street	Los Angeles	CA	90010	213-383-9150	Walk-in
Choi	Cathy	CAT Consulting	1 Civic Plaza #500	San Gabriel	CA	91776	626-282-6228	Walk-in
Clark	Adry	CA/UT PIC	205 S. Willowbrook Ave	Carson	CA	90745	310-518-8123	RSVP
Daniel	Tabor	City of Compton, Com. Development	939 S. Serrano Ave #207	Compton	CA	90220	310-605-5590	Walk-in
Downes	Nancy	Edits International	3716 South Hope Street	Los Angeles	CA	90006	213-380-3731	Walk-in
Fullenwider	Donald	NASA Far West RTTC	115 N. Oak St, #27	Los Angeles	CA	90007	213-743-2924	Walk-in
Gaines	Lisa	LMG Enterprises	2301 Market Street, Suite 104	Inglewood	CA	90301	310-412-2330	RSVP
Harris	William	Golden Information Technology	735 W. Imperial Hwy	Long Beach	CA	90805	562-428-1505	RSVP
Hurd	Arthur	Hurd General/Electrical Contractors	8820 S. Sepulveda Blvd, #204	Los Angeles	CA	90044	213-777-3333	Walk-in
Izanhour	Maria	Executive Stop	8821 S. Sepulveda Blvd, #204	Los Angeles	CA	90045	310-641-9110	RSVP
Izanhour	Shane	Executive Stop	530 N. Mayo	Los Angeles	CA	90045	310-641-9110	RSVP
Jordan	Herman	Jordan Group	205 S. Willowbrook Ave	Compton	CA	90221	310-358-6337	Walk-in
Kennedy	John	City of Compton	4321 Campus #160	Compton	CA	90220	310-605-5590	Walk-in
McGreedy	Bob	CBNI	6635 Ortizaba, #301	Newport Beach	CA	92660	714-969-9790	RSVP
Miller	Mary	Mary's Professional Maintenance	110 S. La Brea Ave, 3rd Floor	Long Beach	CA	90805	562-408-6801	RSVP
Mitchell	Davey	LA Urban League Business Ctr	2001 Calle Candela	Inglewood	CA	90301	310-419-8745	RSVP
Oglevie	Ron	Irvine Innovation Institute	10900 E. 183rd St, #350	Fullerton	CA	92833	714-526-6642	RSVP
Rossillo	Sheri		2175 Cherry Ave	Cerritos	CA	90703	310-402-9336	Walk-in
Ruiz	Ida	City of Signal hill	200 Pine Ave, #400	Signal Hill	CA	90806	562-989-7373	RSVP
Sanders	Mike	City of Long Beach	11 Golden Shore #630	Long Beach	CA	90802	562-570-3884	Walk-in
Smith	Patricia	Long Beach CDC		Long Beach	CA	90802	562-983-7453	Walk-in

Tabor	Daniel	County of Los Angeles	2 Coral Circle	Monterey Park	CA	91755	213-890-7043	Walk-in
Trammel	Diana	City of Compton	205 S. Willowbrook Ave	Compton	CA	90220	310-605-5590	Walk-in
Valber	Armando	City of Compton	205 S. Willowbrook Ave	Compton	CA	90220	310-605-5590	Walk-in
Washington	Glen	Web TV Networks	gdale@webtv.net		CA		888-996-6016	Walk-in
Williams	Arlene	City of Compton, Econ & Res. Dev.	205 S. Willowbrook Ave	Compton	CA	90220	310-605-5580	Walk-in
Wolfe	Jeffery	CMTC	13430 Hawthorne Blvd	Hawthorne	CA	90250	310-263-3099	RSVP
Zeller	Martin	NASA Far West RTTC	3716 South Hope Street	Los Angeles	CA	90007	213-743-2353	Walk-in
Zurita	Delores	City of Compton	205 S. Willowbrook Ave	Compton	CA	90220	310-605-5590	Walk-in

### **The Team**

<b>Last Name</b>	<b>First Name</b>	<b>Company</b>	<b>Address</b>	<b>City</b>	<b>St</b>	<b>ZIP</b>	
Allen	Kathleen	ECRC	3601 Empire Ave.	Burbank	CA	91505	818-565-5673
Cash	Sharon	LA Regional Technology Alliance	746 West Adams Blvd.	Los Angeles	CA	90089	213-743-4267
Dabney	Rob	NASA Far West RTTC	3716 South Hope Street	Los Angeles	CA	90007	213-743-1813
Dozier	Ken	NASA Far West RTTC	3716 South Hope Street	Los Angeles	CA	90007	213-743-2353
Hardeman	Anne Maria	California ECRC	475 19th Street #550	Oakland	CA	94612	888-625-3272
Jefferson	Vladmir	City of Compton	310 North Willowbrook	Compton	CA	90221	310-631-1266
Kellogg	Yvonne	NASA Dryden	PO Box 273	Edwards	CA	93523	805-258-3802
Kolis	Thomas	NASA Dryden	Mail Stop 241-1	Moffett Field	CA	94035	650-604-4690
Lane	Dina	CMTC	13430 Hawthorne Blvd	Hawthorne	CA	90250	310-263-3076
Miles	Charles	Los Angeles County	900 S. Fremont Ave, 12th Floor	Alhambra	CA	91803	626-458-2134
Pilato	Dominec	Minority Business Opp. Committee	200 N. Main Street, 8th Fl East	Los Angeles	CA	90012	213-847-0849
Ramsey	Lynn	LA Regional Technology Alliance	746 West Adams Blvd.	Los Angeles	CA	90089	213-743-4164
Shukla	Rohit	LA Regional Technology Alliance	746 West Adams Blvd.	Los Angeles	CA	90089	213-743-4150
Tabor	Krishna	City of Compton	310 North Willowbrook	Compton	CA	90221	310-604-7719
Tainack	Marie	Tainack & Associates	14211 Yorba Linda Blvd.	Tustin	CA	92680	714-731-4146
Ting	Vanessa	NASA Far West RTTC	3716 South Hope Street	Los Angeles	CA	90007	213-743-2353

**EVALUATION**  
**ENHANCE YOUR BUSINESS IN THE NEW MILLENNIUM**  
**Monday, March 30, 1998**  
**LOS ANGELES**

**Please complete this evaluation form progressively throughout the workshop**

**How do you rate the following presentations?**

Not Useful      Somewhat Useful      Very Useful

- |  |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|
| <b>1. <i>Benefits of Learning Centers, Technology and Commercialization Commerce</i></b><br>-Lee Duke, NASA Dryden   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>2. <i>How to do Business with NASA</i></b><br>-Robert Medina, NASA Dryden   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>3. <i>Improving Business through Technology Transfer</i></b><br>-Rob Dabney, NASA Far West Regional Technology Transfer Center  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>4. <i>California Technology Investment Partnership Program</i></b><br>-Rohit Shukla, Los Angeles Regional Technology Alliance   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>5. <i>Small Business Innovative Research (SBIR) Funding Opportunities</i></b><br>-Marie Talnack, Talnack & Associates   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>6. <i>Benefits Of Using the Business Assistance Center</i></b><br>-Vladmir Jefferson, City of Compton, Business Assistance Center   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>7. <i>Televillage Learning Center</i></b><br>-Krishna Tabor, City of Compton, Televillage Center  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>8. <i>Electronic Commerce Tools for Success -A Seven Point Strategy</i></b><br>-Anne Maria Hardeman, Calif. Electronic Commerce Resource Center   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>9. <i>Online Resources, Procurement and Manufacturing Opportunities</i></b><br>-Dominic Pilato, City of Los Angeles, MBOC<br>-Charles Miles, Office of Small Business, Los Angeles County<br>-Dina Lane, California Manufacturing Technology Center | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



### **Questions**

1. Would you be interested in attending another seminar?                      YES                      NO

On what subjects? \_\_\_\_\_  
\_\_\_\_\_

2. Please nominate organizations or businesses you think our workshop could benefit:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. What presence do you currently have on the Internet? (check all that apply)

☐ Email                      ☐ Business                      ☐ Buying  
☐ Research                      ☐ Leisure                      ☐ Other (please specify) \_\_\_\_\_

4. Do you have a website for the organization or business you represent?    YES                      NO  
What is the URL? \_\_\_\_\_

5. Do your customers have Internet access and/or email?                      YES                      NO

6. How do you feel this workshop will impact your business community?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. For additional comments/suggestions, please email [ramsey@larta.org](mailto:ramsey@larta.org) or view our **ENHANCE YOUR BUSINESS IN THE NEW MILLENNIUM** website at <http://www.usc.edu/dept/NASA/procurement>

**Thank You**

**Evaluations**  
**Enhance Your Business in the New Millennium**  
**Compton, CA**  
**March 30, 1998**

**Presentations**

**1. Benefits of Learning Centers, Technology and Commercialization Commerce**  
*Yvonne Kellogg (in place of Lee Duke), NASA Dryden*

Very Useful—60%  
Useful—35%  
Not Useful—5%

**2. How to do Business with NASA**  
*Thomas Kolis (in place of Robert Medina), NASA Dryden*

Very Useful—76%  
Useful—24%  
Not Useful—none

**3. Improving Business through Technology Transfer**  
*Rob Dabney, NASA Far West Regional Technology Transfer Center*

Very Useful—66%  
Useful—29%  
Not Useful—5%

**Comments:** One of the attendees found this presentation very useful because the speaker provided examples and interacted with the audience, which was one of the biggest drawbacks of most presenters.

**4. California Technology Investment Partnership Program**  
*Rohit Shukla, Los Angeles Regional Technology Alliance*

Very Useful—76%  
Useful—24%  
Not Useful—none

**5. Small Business Innovative Research (SBIR) Funding Opportunities**  
*Marie Talnack, Talnack & Associates*

Very Useful—64%  
Useful—29%  
Not Useful—7%

**Comments:** This presenter needed to provide more handouts according to feedback from the audience.

**6. Benefits of Using the Business Assistance Center**  
*Vladmir Jefferson, City of Compton, Business Assistance Center*

Very Useful—63%  
Useful—26%  
Not Useful—11%

**7. Televillage Learning Center**  
*Krishna Tabor, City of Compton, Televillage Center*

Very Useful—74%  
Useful—21%  
Not Useful—5%

**8. Electronic Commerce: Tools for Success-A Seven Point Strategy**  
*Anne Maria Hardeman, California Electronic Commerce Resource Center*

Very Useful—90%  
Useful—10%  
Not Useful—none

**Comments:** The handouts the speaker provided was very helpful, especially since the overhead was difficult to read. Although the information was useful, the delivery made it seem less interesting then it was. One attendee suggested that she use more gestures and vary the rate of speaking and intonation.

**9. Online Resources, Procurement and Manufacturing Opportunities**  
*Dominec Pilato, City of Los Angeles, MBOC*  
*Charles Miles, Los Angeles County*  
*Dina Lane, California Manufacturing Technology Center*

Very Useful—73%  
Useful—27%  
Not Useful—none

**Interest**

Would you be interested in attending another seminar?  
YES—100%

**Which subjects?**

- Tech Transfer (investment)
- Same as March 30<sup>th</sup> workshop
- Segment of Department of Defense
- Maintenance repair, custodial, labor force
- Demographics and market research on potential small or home-based businesses in the Southern California County or Region
- Business awareness/networking to help businesses grow
- Manufacturing trends in Southern California
- Most current information for industry clusters in Southern California
- Partnership with firms for Information Technology development

**Presence on Internet**

The attendees indicated the following:

Email—62%  
Research—24%  
Business—24%  
Leisure—19%  
Buying—14%  
Other—14% Local government information, resources, government (SBIR)

**Participants with web sites for their business:**

**YES—29%**

**In process of creating a web site—10%**

[www.goodone.com](http://www.goodone.com)

[www.l-0.com](http://www.l-0.com)

[www.cmtc.com](http://www.cmtc.com)

[www.ci.signal-hill.ca.us](http://www.ci.signal-hill.ca.us)

[www.occn.org](http://www.occn.org)

**Participants with customers who have Internet Access and/or email:**

**YES—71%**

### **Overall Comments and Suggestions**

“If it were more of a workshop format, I would attend another seminar. The lecture format is helpful for presenting large amounts of government information, but hands-on practice and questions are necessary for acting on information.”

“Speakers should beware of the acronym-overload! Speakers need to ask more questions, give more examples and invite more audience participation. Use larger screens for better visibility. Schedule brief breaks. Provide handouts/initial comments to offer participants an overview at the beginning of the workshop, of what lies ahead.”

“Thank you for a wonderful workshop!”

“Need to figure out how to get information about these resources out to the business community.”

“It would help the seminar if there were more interaction between the audience and speakers, if there were fewer speakers and, structured breaks.”

“Pass information on to the Chamber of Commerce and select businesses for their use and information. I think this information will impact them in a positive manner-the more info, the better!”

“Need to request that speakers keep presentations tight and lively. Also, there needs to be breaks for audience; may want to reconsider feeding attendees, then turning out the lights for several hours (zzzzzz).”

“There is no doubt this seminar was extremely helpful. Thank you for your time.”

“The workshop provided a lot of business information, regarding procurement, information technology, assistance for developing products, etc.”

“Strive to make session more interactive.”

“It has made me aware of things like NASA's Tech Transfer (free) to small businesses like mine. Perhaps I can take advantage of this (technology, patents) and develop products for economic purposes”

### **Foreseeable impact on the business community:**

- Increase awareness of government funded support, and local resources to get started.
- Help people understand web site concept.
- Information is power.
- Not relevant to my community, but it is good information for Compton.
- Spur thought on electronic commerce.
- Provides excellent information on the current and emerging methods of doing business with the Federal government. Also, provides info on resources for helping them grow and to position themselves for critical changes in how business is conducted electronically.

- By creating jobs for people of low income.
- For education purpose, to allow the community to know how NASA can help them benefit from job opportunity.
- There definitely is an impact.

### **Nominations for Future Workshops**

*Los Angeles Urban League*  
*Ron Brown Business Center*  
*South Los Angeles Minority Business Development Center*  
*Mary's Maintenance Company, (562) 408-6801*  
*Long Beach Times Newspaper, Mr. Love*  
*Alameda Group, Inc.*  
*American Dawn, Inc.*  
*CDS Moving, Inc.*  
*Orange County Consultants Networks*  
*Business Development Working Group*  
*Orange County Entrepreneurs Network, Ron Oglevie (714) 526-6642, ronoglevie@aol.com*  
*Independent Writers of Southern California*  
*Society for Technology Communication*  
*Women in Communication*  
*California Metals, Compton, CA 90220, (310) 631-2020*

**March 6, 1998**

«FirstName» «LastName»  
«Company»  
«Address1»  
«Address2»  
«City», «State» «PostalCode»

**Los Angeles Dryden Speakers,**

**The third NASA Dryden workshop, "Enhance Your Business in the New Millennium" will be conducted on March 30th, 1998. Your participation is greatly appreciated and we hope you will be a bit early to set up your part of the agenda.**

**Please send via fax your (1) Short Bio-Introduction of yourself, (2) A copy of your presentation (this can be your outline) or copies of your charts. Please send them to LARTA, attention Vanessa Ting at 213/747-7307. Your reply is needed by March 15th, 1998. We need to hear from you on this date so we can plan accordingly whatever equipment you may need for the event. Please follow-up with us soon.**

**LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE**

**Sincerely,**

**Lynn Ramsey**

**April 3, 1998**

**«First\_Name» «Last\_Name»**

**«Company»**

**«Address»**

**«City», «St» «Zip»**

**«First\_Name»,**

**Now that the Los Angeles Dryden Workshop in Compton has been completed, I want to familiarize you with a couple of items. First, let me congratulate you for the excellent efforts and time you put into making this workshop a success. Without your assistance, it could not have been possible.**

**Secondly, there will be a team of speakers in joint effort, contributing their knowledge and expertise to the final research report for the Dryden projects. We will be sending you a copy of this final research report for your comments. At this time, you will find a summary of the feedback about your presentations for the March 30, 1998 workshop at the City of Compton. Please feel free to comment on them as well as offer your assistance in the designing of the research report.**

**Congratulations on a job well done!**

**Best regards,  
LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE**

**Lynn Ramsey  
Director of Operations**



# **Appendix E**



February 18, 1998

Wendy Reed  
Advant-Edge  
3734 West K-15 Avenue  
Lancaster, CA 93536

Dear Wendy,

Thank you for sending the excerpt of your article as published in the March/April 1998 issue of Valley Focus Magazine. Your account of the Lancaster workshop, "*Enhance Your Business in the New Millennium*" will surely spark interest in our outreach workshops that we may not have gotten on our own.

Our next workshop, scheduled for Monday, March 30 is expected to be the grandest event and finale of this series of workshops. We are anticipating 200 participants from all over Southern California including the Antelope Valley. I do recall you mentioning that people from the Antelope Valley region would rather run and hide than visit Compton, but I do hope you will reconsider. We are expecting some noteworthy speakers such as Lee Duke, Chief of Technology and Commercialization Directorate of NASA Dryden.

Enclosed you will find the agenda and flyer for the Los Angeles Workshop so that you are informed of our latest event. Once again, thank you for writing such an excellent piece on this workshop and I really do hope you will reconsider attending our next event. This will be something you will not want to miss.

Cordially,  
LOS ANGELES REGIONAL TECHNOLOGY ALLIANCE

Vanessa Ting

Enclosures

cc: Lynn Ramsey

## TechnoManifesto

The TechnoManifesto is a publication of the Los Angeles Regional Technology Alliance (LARTA). Any opinions, findings, conclusions or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the views of LARTA, the Office of Strategic Technology, the California Trade and Commerce Agency or the State of California. Our mission is to inform, challenge and inspire readers through divergent ideas and by providing an open forum for discussion and exchange of ideas. We welcome your announcements and comments.

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Please direct all comments, announcements and suggestions to Rohit Shukla or Julie Kibbler by mail to the Los Angeles Regional Technology Alliance, 746 West Adams Blvd., Los Angeles, CA, 90069-7727, or by fax to (213) 747-7307.

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For information on sponsoring the TechnoManifesto, please contact Rohit Shukla at (213) 743-4150 or e-mail rshukla@larta.org.

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## Aerospace & Defense:

### Space: The Final Frontier

An industry-driven private-public nonprofit corporation, the California Space and Technology Alliance, received designation in March, 1996 by the California Department of Trade and Commerce. CSTA receives funds from both private industry and public sector entities, and is governed by a statewide board of directors representing diverse sectors of the space and technology community. CSTA's executive director is former U.S. Congresswoman Andrea Seastrand, who led space support efforts at the federal level with the introduction of the National Spaceport Act of 1995.

CSTA's mission is to unite and develop the California space and high technology community: linking public and private resources with entrepreneurs, linking space and technology stakeholders with each other, and linking potential customers with the industry.

On January 1, CSTA received designation from the state of California as The California Spaceport Authority. Senator Jack O'Connell and Assemblyman Tom Bordonaro penned legislation which was coauthored by 26 bipartisan legislators. The CSTA is charged with acting as official representative of the state to the federal government, other state governments,

### The Transformation Continues

LARTA, in cooperation with the Los Angeles Economic Development Corporation, and with pro bono assistance from A.T. Kearney, has concluded a study of the aerospace & defense industry in Southern California.

The study, titled "Continuing Transformation: A Study of Aerospace & Defense in Southern California," examines emerging strategies, trends and issues to determine their potential effect and long-term importance on the industry and the region.

Study findings are scheduled to be released in June, 1998. For additional information, contact Rohit Shukla, (213) 743-4150.

### Found in Space

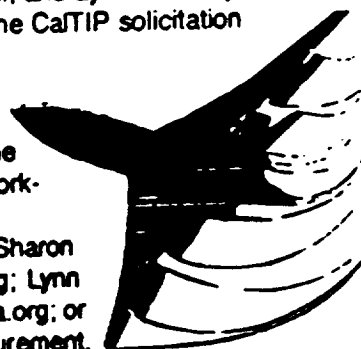
*Enhance Your Business in the New Millennium Workshops*

NASA, along with its Dryden Flight Research Center and its Far West Technology Transfer Center (RTTC), has teamed with LARTA to provide information outreach to economic organizations (trainers), small businesses and community leaders. NASA's recent move to electronic-only access to procurement opportunities has created a need to show how to access opportunities through the new system. The first workshop was held in November, 1997 in Lancaster in the Antelope Valley.

The February workshop in Irvine featured presentations by Robert Medina of NASA Dryden; Rob Dabney of NASA Far West RTTC; Marie Talnack, SBIR consultant; Kathleen Allen of Oakland Electronic Commerce Resource Center, the hosting organization Orange County Business Council; and Lynn Ramsey of LARTA. Rohit Shukla of LARTA gave a presentation on the CaTIP solicitation (see story on page 2).

The next workshop is scheduled for March 30, at the Martin Luther King Jr. Transit Center in Los Angeles, and will include a representative from the City of Los Angeles on minority business. The workshops are offered at no cost to participants.

To register, or for further information, contact Sharon Cash at (213) 743-4267, e-mail scash@larta.org; Lynn Ramsey at (213) 743-4169, e-mail lramsey@larta.org; or go online at <http://www.usc.edu/dept/NASA/procurement>.



## DOING BUSINESS WITH THE GOVERNMENT

by Wendy Reed

Government agencies are increasingly purchasing a wide variety of products and services from private sector businesses, and there are many government programs offering assistance to businesses. In support of developing strong regional economies (economic development), government – from federal to local – is actively supporting public-private partnerships.

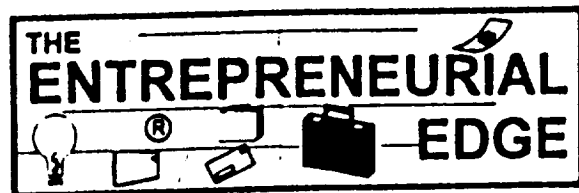
In December 1997, the Los Angeles Regional Technology Alliance (LARTA) held a workshop in Lancaster entitled, "Enhance Your Business in the New Millennium", to inform us of what opportunities exist and how to pursue them. At a time when people gripe that government doesn't support small business, and complain that government imposes regulations yet offers no assistance to help businesses comply, this workshop was absolutely refreshing.

Offered monthly at various locations, this free workshop is a "must attend" for many businesses and all business counselors and economic development professionals. The next workshop will be held in March in Compton, and more are being scheduled. For schedule and reservations, contact Sharon Cash at LARTA (213-743-4267).

This article provides but a glimpse of the no-cost/low-cost opportunities presented at the workshop – opportunities to have the government as your customer – technical assistance to achieve compliance with regulations – engineering assistance to reduce waste or streamline manufacturing – engineering teamwork and contracts to develop your inventions – testing and modeling resource access – assistance with business planning and funding – and more.

First covered are *Business Development Assistance Opportunities*, then *Business Planning and Financial Assistance*, and finally *Selling to the Government via Electronic Commerce*. Contact information is included.

**Business Development Opportunities.** The Western Mojave Technology Consortium (WMTC) was established in 1995 for access interface between business, education and government, specifically for our high desert region. The WMTC includes the AV Board of Trade (contact Howard Brooks, 942-9581); the Technology Management Office, Public Affairs, and Air Force Research Laboratory of Edwards Air Force Base; Technology Transfer and Lt. Col. Peter L. Drinkwater of Plant 42; Antelope Valley Community College; NASA; and Air Force FTC/XPST ORTA. Their list of Internet sites includes [rcp6.elan.af.mil/~tmo](http://rcp6.elan.af.mil/~tmo), [avregion.org/](http://avregion.org/), and [avimall.com/aeronet/resource.html](http://avimall.com/aeronet/resource.html).



Speaking for the WMTC, Jeff Veselenak of the Air Force Research Lab enumerated the vast resources of the Research Lab, including carbon research, electron microscope, combustion/plumes, emissions and combustion testing, as well as the resources of Jet Propulsion Laboratory and NASA. These resources are shared with privately-owned businesses in joint development of technology which has defense applications as well as commercial applications, such as the recent development of lightweight, spoolable pipe. Under programs such as CRADA and Cooperative Agreements, resources and intellectual property are shared for mutual benefit. There are contracts – yes, contracts – available to fund the development of such technology.

Several Technology Transfer Center programs are available on the national, state, county, and regional levels, including the Far West RTTC (800-642-2872).

In regard to government regulations, the Center for Applied Competitive Technology (CACT) (contact Bill Powers, 714-695-1501) offers no-cost/low-cost assistance to all kinds of businesses in the areas of identifying and complying with regulations, on-site assessment, ergonomics, energy conservation, bench testing of new products, process flow improvement, hazardous waste management, air quality, recycling, site remediation, implementing new technologies (including TQM, SPC and ISO), compliance with environmental, safety, FDA and OSHA regulations, technology transfer and training, and more.

The California Manufacturing Technology Center (CMTCC) (800-300-2682, [www.cmtcc.com](http://www.cmtcc.com)) is a public-private partnership which helps smaller manufacturers to become more competitive and productive, through low-cost assistance in process improvement, modernization, ergonomics, ISO compliance, and other assistance.

**Business Planning and Financial Assistance.** Although not all of the following agencies presented at the LARTA workshop, they all provide assistance to businesses in research, referrals, regulation compliance, training, planning, and/or funding.

The Los Angeles Regional Technology Alliance (LARTA) (213-743-4150) is an economic development corporation mandated in legislation by the State of